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THE AMERICAN
BOOK TRADE JOURNAL

WITH WHICH IS INCORPORATED

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
VOL. LXXVIII., No. 9. NEW YORK, Aug. 27, 1910 WHOLE NO. 2013

Ready September 17

The new novel by the author of
"The Wood-Carver of 'Lympus'"

Flamsted Quarries

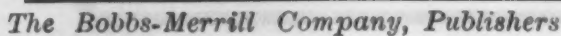
By MARY E. WALLER

 Owing to heavy advance orders necessitating enlarging the size of the first edition, publication of Miss Waller's new novel, pronounced the strongest book she has produced since "The Wood-Carver of 'Lympus'" (26th printing), has been postponed until Saturday, September 17.

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Big Autumn Novel**

"Flamsted Quarries" is a book of 493 pages, illustrated by G. Patrick Nelson. Price, \$1.50.

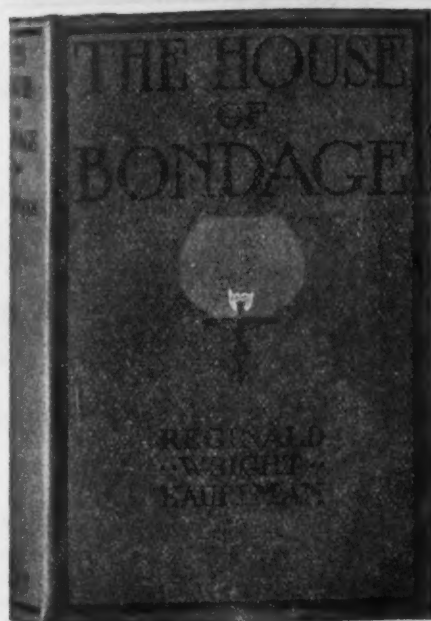
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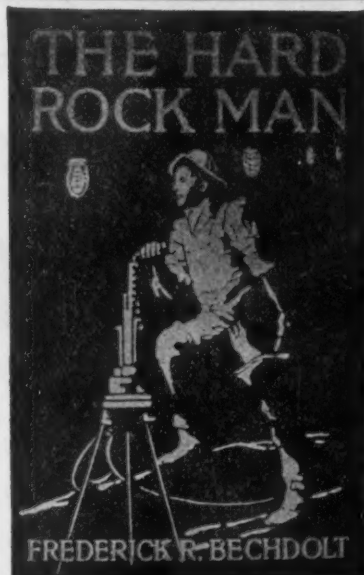
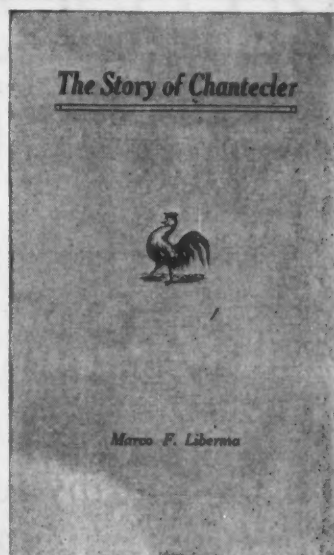
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—*N. Y. Times*, Aug. 20.

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428 WEST BROADWAY NEW YORK

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34 WEST 33D STREET

**AND COMPANY**

NEW YORK

1910 Books for Young Folks**Cooper's The Last of the Mohicans** Illustrated by E. BOYD SMITH.

Large 12mo. Probable price, \$1.35 net. [September.]

In illustrations, binding, type, and size, this edition is made expressly to attract children and to be easily read by them. It is published in the hope that parents and librarians will care to give children this classic in a form at least as attractive as that of the new and untried juveniles.

E. Boyd Smith's eight colored pictures and some forty line drawings, of course, need no commendation. They illustrate the most dramatic incidents.

The type is clear and well leaded, the binding in accordance with the specifications of the American Library Association.

Burton's The Bob's Hill Braves

A sequel to the "Boys of Bob's Hill" and "The Bob's Cave Boys." Illustrated by H. S. DELAY. \$1.50. [September.]

The author has sustained the vim and humor of his earlier stories. His "band" of Massachusetts youngsters spend a Summer vacation in Illinois, where they play at being Indians and hear thrilling tales of real Indians and explorers. A book for "Boy Scouts."

The Congregationalist said of "The Bob's Cave Boys": "It would be hard to find anything better in the literature of New England boy life."

Miss Plummer's Stories from the Chronicle of the Cid

By the "Director of the Pratt Institute Library School" and author of "Roy and Ray in Mexico," etc. Illustrated. 12mo. Probable price, 90 cts. net. [September.]

This book is intended to supply the need for a romantic, attractively illustrated, and well bound rendition. Some very well chosen quotations from Lockhart are included. The book is reliable from a scholarly point of view.

Miss Mackay's The Silver Thread and Other Folk Plays for Children

Uniform with the author's "The House of the Heart." \$1.10 net. [October.]

These plays have stood the test of actual production at the Educational Theatre and other similar institutions. There are full directions for simple costumes and school room staging.

Thomas's Captain Phil

A Boy's Experience in the Western Army During the Civil War. Illustrated. \$1.50.

This book, successful when first published in 1884, has been out of print for some years. It is republished on the recommendation of juvenile librarians and booksellers. Almost every incident recounted is a real experience; the story is absorbing.

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Ames's	The Treasure of the Canyon	1.50	Lagerlöf's	Christ Legends . . .	net 1.25
Burton's	The Bob's Cave Boys . . .	1.50	Mackay's	The House of the Heart	
Burton's	The Boys of Bob's Hill . . .	1.25		Plays for Children.	net 1.10
Champlin's	Young Folks' Cyclopædias		Plummer's	Roy and Ray in Canada	" 1.75
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	Art," "Natural History," . . .	per vol., 3.00		Marie	1.50
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	Story	1.25	"Vamba's"	The Prince and His Ants	
Hunting's	The Cave of the Bottom-				net 1.35
	less Pool	1.50			

N. B.—De Morgan's New Novel, "An Affair of Dishonor," will be published September 13th

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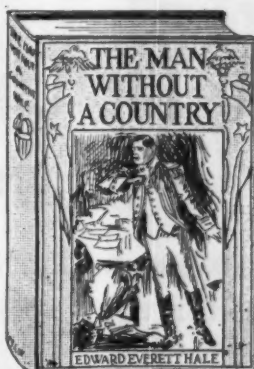
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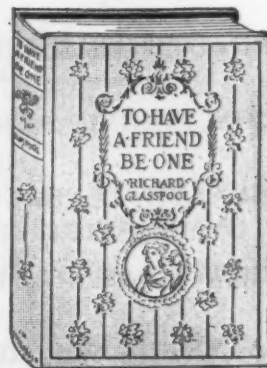
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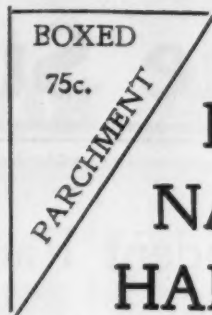
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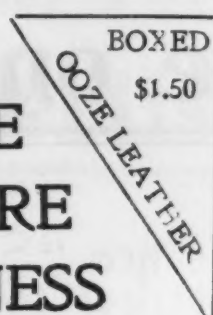




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¶ Nevertheless even axioms lose their force unless occasionally repeated, unless their meaning is driven home in concrete form.

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☞ Even for axioms there's always a reason.

☞ The reason in this case is the standing of the PUBLISHERS' WEEKLY in the Book Trade, a standing based on 58 years of honorable history and service, and the unrivaled completeness with which it covers the buying book trade of the country.

THE PUBLISHERS' WEEKLY

* Exclusive of house and exchange advertisements.

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Special Notice.—The country-wide publicity that *Happy Hawkins* is receiving on account of the fact that Mayor Gaynor has been reading it is resulting in a big increase in the steady demand. *Stock up!*

Mayor Gaynor is reported to have said, when his wife handed him *Happy Hawkins*: "That's good. I can get a little relaxation with this and it will make the time go faster. It's good to begin with something thrilling."

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Ready Sept. 15th

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"We are more than pleased with the MONTHLY BOOK REVIEW. We mail 500 of these as soon as received and know they produce results."
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The Monthly Book Review is the only illustrated, full-sized publication offered the book trade of America as a monthly house organ. It contains all the news of the world of books; — complete, authoritative and unbiased.

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"I am very much in favor of the MONTHLY BOOK REVIEW. The trade has for a long time needed just such a review; one that will be impartial and one which we can recommend to our customers as unbiased in every way." — W. Y. Foote,
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*In Book Selling as in Fishing, Attractive Bait
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IN the early fall of the year every live bookseller considers plans for his holiday catalog, his best means of attracting Christmas Book Buyers. The question with him is how to make his Christmas announcements with dignity and effect without spending too much time and money in the production of an attractive catalog.

The problem is fully solved by "The Christmas Bookshelf" (the Christmas number of THE PUBLISHERS' WEEKLY) with the dealer's own imprint. It is a magazine-catalog of about 240 pages, copiously illustrated with specimen illustrations from the best books of the year. It contains a most attractive assemblage of the best new issues of all the publishers, with ample descriptive notices. A feature is the carefully prepared purchase list, which, with the publishers' own advertisements, gives a comprehensive survey of about all a bookseller would be likely to keep in stock during the holiday season.

It is a Christmas Catalog your customers
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The price, for editions with the bookseller's own imprint, is based on cost of paper and press work only, without counting cost of composition, and is, therefore, much below the cost of a catalog made by any bookseller for himself.

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We remind you that it is necessary to have orders early, so as to regulate the size of the edition. Every year several belated orders come after printing is completed and the edition sold.

We will be glad to send you a sample copy of last year's issue on request.

 We also supply imprint editions of the SUMMER READING and the EDUCATIONAL numbers of *The Publishers' Weekly*. Both are useful retail trade promoters. Samples and terms on request.

THE PUBLISHERS' WEEKLY

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Bring back your own Boyhood Days! Read of "Dink" Stover and his fellows.

"We have revered 'Tom Brown' for years, and shall revere it for years more; but for Americans who remember their boyhood, 'The Varmint' offers a keener pleasure still."

—DULUTH EVENING HERALD

A doctor writes: "It is so much better for me than any medicine which my patients get, that I had to send you a line of thanks, heartfelt appreciation and gratitude."

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By OWEN JOHNSON

The Humming Bird
12mo. 50 cents.

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Originally published as "The Eternal Boy"
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THE

BAKER & TAYLOR CO

NY



Pointers for Publishers

PUBLISHERS of forthcoming books to be issued during the Fall season of 1910 are reminded that the *Fall Announcement Number* of THE PUBLISHERS' WEEKLY, to be issued under date of September 24, is in many respects one of the most important issues of the year. Booksellers, generally, find it valuable in making up their holiday orders and for descriptive selections for their own catalogues and circulars. Librarians also use it extensively in making up their purchase lists for the new season. Note then :

FIRST. That the **dictionary reference list** of new books in that issue will be made up **as complete as possible** from material procurable between now and September 10. It is therefore *very important* for all publishers to send us at the earliest possible moment lists of their announcements, giving as much data as practicable of all forthcoming works.

SECOND. That the number is **especially valuable for advertising**, since an advertisement supplements the reference list and keeps the advertiser's descriptive announcements immediately before the buyer during the period he is planning for the new season.

The bookseller, naturally, expects to find the leading books featured in the advertising pages, and his judgment is largely influenced by the publisher's confidence in his leaders as shown by his advertisement. The publisher cannot expect the dealer to *stock up* on books that are apparently not of sufficient importance to be advertised.

Advertising rates same as for regular issues.

"Copy" should be mailed at once

OFFICE OF THE PUBLISHERS' WEEKLY

298 BROADWAY

NEW YORK

A MILLION COPIES!

(970,000 of Rostand's plays have been sold in book form)

MESSRS. DUFFIELD AND COMPANY have now ready

"CHANTECLER"

Translated by Gertrude Hall. \$1.25 net; postage 10c.

Under the copyright law of July 1, 1909, M. Rostand is fully protected. No other translation of "CHANTECLER" than that by Gertrude Hall is authorized or can be made.

A BEST-SELLING NOVEL**"ONE BRAVER THING"**

"THE DOP DOCTOR"

By RICHARD DEHAN

Second Large Edition in America; Fourth in England

The story of a strong man redeemed by a great love

"The novel that everyone is reading in England and which everyone will be reading here before long."—JEANNETTE GILDER, in the *Chicago Tribune*.

"His (The Dop Doctor's) figure is a notable one, and no review can reproduce the tonic effect given by the contemplation of his steadfastness."

—The *Chicago Evening Post*.

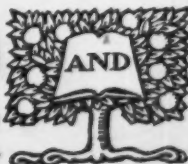
"Very few books have appeared during the current year that are so rich in good material, strong characters, dramatic situations, as 'ONE BRAVER THING,' by Richard Dehan."—*The Bookman*.

"Whether as a word painting of a memorable war episode; a study of strong character under tremendous adverse pressure, or a delineation of mixed phases and currents of social life, 'ONE BRAVER THING' is easily in advance of any work of English fiction produced during the past season of publication."

—The *Philadelphia North American*.

\$1.40 net; postage 13c.

Get in Your Orders

DUFFIELD  COMPANY
36 WEST 37TH ST. NEW YORK

GOOD
MEDIUMS
versus
BEST
MEDIUMS

EVERY periodical of standing is, in one sense, a good book medium, because its readers are to some extent buyers of books.

BUT the advertiser's problem is not so much to find *good* mediums,—it is to find the *best* mediums. In other words, the question with him should be: "In what way can I spend, to the best possible advantage, the very limited amount of money at my disposal for advertising purposes?"

FOR the book publisher the answer to this question must be: "In those mediums which, in proportion to their cost, reach the largest number of actual book-buyers." And the *best* of such mediums, for the publisher of worthy books, must be the one which holds the foremost place in authority and reputation, and which exercises the strongest direct influence upon its readers.

IN quality of circulation, in standing, in influence, THE DIAL holds first place among American book mediums.

THIRTY years of continuous publication under the same management speak for THE DIAL'S stability and success. It is preëminently a book journal, published solely in the interests of the book class,—the literary and cultivated class, the class that *buy books*. It is issued from the second largest city in the country,—the centre of the immense book-consuming region of the Middle West.

THE DIAL is more generally consulted and depended upon by librarians in making up orders for books than any other American critical journal; it circulates more widely among retail booksellers than any other journal of its class; it is the accustomed literary guide and aid of thousands of private book-buyers, covering every section of the country.

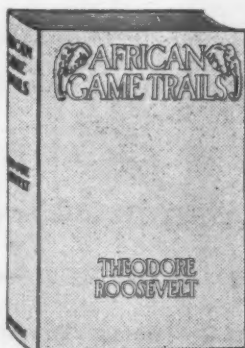
THESE facts make THE DIAL indisputably the foremost medium for high-grade book advertising,—the one *indispensable* medium for the publisher of creditable books.

**THE BEST
BOOK
MEDIUM
AND WHY**

Books of the Late Summer

Theodore Roosevelt's African Game Trails

☐ Theodore Roosevelt's great hunting narrative in *Scribner's Magazine*, which met with such tremendous and prolonged success, showed him not only a mighty hunter but a deep student of natural history—of both plant and animal life—and a master of a graphic, rapid, picturesque style. To form "African Game Trails," this handsome large octavo, the Colonel has thoroughly revised his famous narrative. There will be considerable material in



the book—with its 15 chapters and 140,000 words—which never appeared in the magazine; beyond this there will be five appendices on such topics as "Protective Coloration of Animals," "The Pigskin Library," "The Habits of Small Mammals," etc. The illustrations are chosen mainly from remarkable photographs taken by Kermit Roosevelt, together with eight drawings made after the author's suggestion from authentic material.

\$4.00 net. Postpaid \$4.33

FICTION

Once Upon a Time

By RICHARD HARDING DAVIS. Illustrated, \$1.50

This, the first book of stories published by Mr. Davis in nine years, shows plainly that his pen has lost none of its old cunning. The same rapidity of narrative, the same deft delineation of character, the same vividness of description, hold in these stories—"The Spy," "A Wasted Day," "A Charmed Life," "The Amateur," "The Messengers," "The Make-Believe Man," "A Question of Latitude," and other stories of love and adventure, of the warmanœuvres, of the stage—that made him famous before.

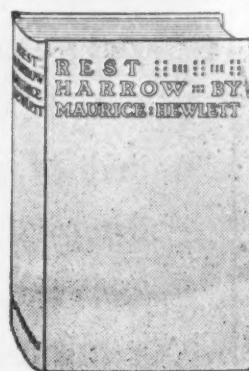


Rest Harrow

By MAURICE HEWLETT

Illustrated, \$1.50

"Open Country" and "Halfway House" told the story of that delightful vagabond, poet and botanist Senhouse, Sanchia Percival, Mary Middleham, and Neville. This new book brings their story to a climax, and in doing so introduces other new and charming characters. The book is full of dramatic incident, and the plot moves swiftly. It is a story that for its exquisite style, its characters and wonderful feeling for the open air, stands among the few great novels of modern English literature.



A Cadet of the Black Star Line

By RALPH D. PAINE
Author of "College Years,"
"The Head Coach," etc.

Illustrated. 12mo, \$1.25

David Downs is an apprentice on board one of the big ocean liners to-day, and his life is as full of adventure as if he were on a sailing vessel and of quite a different kind. A shipwreck, and a collision, and some experiences of a startling kind on shore, and the character of David and his friends, make up a stirring, live story.



At the Villa Rose

By A. E. W. MASON

Illustrated, \$1.50



The story opens at the tables at Monte Carlo where a young Englishman is succeeding in breaking the bank. That evening a murder is committed in a villa near the town, under the most curious circumstances, in which a girl is deeply involved. Hanaud, the great detective, is put upon the trail. Through the most thrilling incidents the story moves along to a conclusion as startling as the crime.

CHARLES SCRIBNER'S SONS, NEW YORK

The Publishers' Weekly

Subscription Rates

One year, postage prepaid in the United States, \$4.00; foreign, \$5.00.

Single copies 10 cents; postpaid, 12 cents. Educational Number, in leatherette, 50 cents; Christmas Bookshelf, 25 cents. Extra copies of the numbers containing the three and six months' Cumulative Lists, 25 cents each to subscribers only. The Annual Summary Number is not sold separately.

Advertising Rates

One page.....	\$25 00
Half page.....	14 00
Quarter page.....	7 00
Eighth page.....	4 00
One-sixteenth page.....	2 00

The above rates are for unspecified positions. Special rates for preferred positions (full pages only).

Higher rates are charged for the Annual Summary Number, Summer Number, Educational Number and Christmas Bookshelf.

Under "Books for Sale," or for other small undisplayed advertisements, the charge is 10 cents a nonpareil line. No reduction for repeated matter. Count seven words to the line. See under "Books Wanted" for special rates to subscribers.

Advertising copy should reach us Tuesday noon—earlier, if proof is desired out-of-town. Forms close Thursday noon.

PUBLICATION OFFICE, 298 BROADWAY, P. O. BOX, 943, N. Y.

H. H. BOWMAN, Editor and Publisher.

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NOTES IN SEASON.

D. APPLETON & Co. will issue August 26 Robert W. Chambers's new novel, "Ailsa Paige," dealing with the preparations for and the grim fighting in the War between the States.

MOFFAT, YARD & Co. have books that will appeal to thinking readers in "The House of Bondage," a story of the social problem in a great city by Reginald Wright Kauffman; "The Hard Rock Man," a story of strenuous western life by Frederick R. Becholdt; and

"The Story of Chantecler," a critical analysis of Rostand's play by Marco F. Liberma.

J. B. LIPPINCOTT Co. will publish the following books early in September: "Heroes of Elizabethan England," by E. Gilliat; "Adventures Among Red Indians," by H. W. G. Hyrst, a collection of stories founded on fact; and "Engineering of To-day," by T. W. Corbin, an account of the work accomplished by the modern engineer by the aid of steam and electricity. All three books will be profusely illustrated.

F. A. STOKES COMPANY will publish September 15 "The Sword Maker," a romance of the Rhine country in the days of the old robber barons, by Robert Barr; and "Too Many Women," a bachelor's story by a very witty anonymous writer who gives an intimate view of fashionable city life. On September 25 Peary's impatiently expected "The North Pole," with its superb illustrations, is promised. Booksellers will have no trouble selling "The North Pole."

PLATT & PECK Co., New York City, have made very attractive preparations for the holiday trade which are moderately priced and will no doubt prove quick-sellers. Edward Everett Hale's "The Man Without a Country" is elaborately gotten up, with full-page colored illustrations by Nella F. Binckley; "The Fortune-Telling Birthday-Book" and the "Handy Handbooks" on every subject to interest girls and women will make good presents. But their chief strength is put in their children's books, and many old favorites will meet the eyes of a new generation in finer dress than they ever wore in times gone by.

ONE of the important autumn novels will be "Flamsted Quarries," by Mary E. Waller, best known as the author of "The Wood-Carver of 'Lympus,'" now in its twenty-fifth edition. "Flamsted Quarries" is said to be a powerful exposition, through characterization, of present-day conditions of American life—social and industrial. The heroine is the child of Irish immigrants; the scenes of the book are laid in New York and at the granite quarries of Maine. As in "The Wood-Carver of 'Lympus,'" Miss Waller emphasizes the nobility and dignity of work and its healing power, and gives a true lesson from the heart of self-sacrifice and love. "Flamsted Quarries" will be published by Little, Brown & Co. early in September.

SMALL, MAYNARD & Co. announce for the early fall "Uncle Remus and the Little Boy," by Joel Chandler Harris, illustrated by J. M. Conde; "Down Home With Jennie Allen," by Grace Danworth, illustrated by F. R. Gruger; "With Stevenson in Samoa," by H. J. Moors, profusely illustrated from photographs; and "Wood Wanderings," by Winthrop Packard, the fourth and last volume to be published in the *New England Year* series. Small, Maynard & Co. are the fortunate publishers of "Happy Hawkins," a book supposed to have cheered Mayor Gaynor during his illness. It has been much talked of in consequence and will be asked for. Booksellers should keep it in stock.

Weekly Record of New Publications

The entry is transcribed from title page when the book is sent by publisher for record. All books sent, unless of slight importance, are given descriptive annotation. Prices are added except when not supplied by publisher or obtainable only on specific request. The abbreviations are usually self-explanatory. c after the date indicates that the book is copyrighted; if the copyright date differs from the imprint date, the year of copyright is added.

A colon after initials designates the most usual given name, as: A: Augustus; B: Benjamin; C: Charles; D: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac; J: John; L: Louis; N: Nicholas; P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.

Sizes are designated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (11mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tt. (32mo: 12½ cm.); Fe. (48mo: 10 cm.). Sq., obl., nar., designate square, oblong, narrow. For books not received sizes are given in Roman numerals, 4°, 8°, etc.

Balmer, Edn. and T: The science of advertising; the force of advertising as a business influence, its place in the national development, and the public result of its practical operation. N. Y., Duffield, 1910. c. '08, '09. 64 p. S. hf. cl., 50 c. net.

It is estimated that we spend one billion dollars a year for the various forms of advertising, nevertheless we have but a hazy idea of what advertising really means. This book embraces its industrial operation, as a business influence, the economic causes for its rise to its present place in the national development, and the value to the people of its practical application.

Barry, J. C. Ideals and principles of church reform. N. Y., Scribner, 1910. 16+205 p. 12°, cl., \$1.25 net.

Berkeley, H. Mysticism in modern mathematics. N. Y., Oxford Univ. Press, 1910. c. 12+264 p. O. cl., \$3.20.

A rather iconoclastic criticism from the standpoint of logic of certain theories of modern mathematics. After a preliminary discussion of the nature of the concepts of quantity, magnitude, number, etc., author queries the doctrine of "imaginaries" in algebra (V-1), the meaning of "∞," the doctrine of imaginary loci in geometry, and metageometry and the non-Euclidian geometries. The book is one for the general reader, no use being made of higher mathematics.

Bible. The Holy Bible; marked on temporal blessings; being the authorized version of the scriptures marked by the best methods of Bible marking on all subjects connected with the theme of temporal blessings so as to enable any person to turn rapidly to verses on these subjects, to give Bible readings on them at a moment's notice, or to tell at a glance the subject of any verse or passage marked; marked by J. G. Lawson, evangelist; clear type, self-pronouncing ed., containing 60,000 references. Phil., Winston, [1910.] c. various paging, il. O. (International ser.) limp leath., \$3.30, boxed; \$7.50, boxed.

Bibliography of economics for 1909; a cumulation of bibliography appearing in the *Journal of Political Economy* from February, 1909, to January, 1910, inclusive; ed. by the Faculty of the Department of Political Economy of the University of Chicago. Chic., Univ. of Chic. Press, [1910.] 13+282 p. O. cl., \$2.50 net.

An exhaustive index of all publications of economic interest in the following fields: 1, Books published in the English, French, German and Italian languages, 2, Government publications of the United States and Great Britain; 3, Periodical references (including book reviews of four or more pages in a selected list of periodicals); 4, Fugitive material, including such items as the more important publications of foreign governments (other than Great Britain), reports of various organizations, pamphlets, etc. The volume includes from 7000 to 7500 entries. The great bulk of the work has been done by Miss Maud Lavery, who has turned out a book of great merit.

Bishop, Mrs. Emily M. Daily ways to health. N. Y., B: W. Huebsch, 1910. c. 310 p. D. cl., \$1.50 net.

A practical, non-technical book of hygiene treating especially of the value of exercise, giving a special list of gymnastic exercises for every day in the month, besides much good advice on the prevention of insomnia, the will to be well, etc.

Blodgett, Frances Eggleston and Andrew Burr. The Blodgett readers by grades. Bks. 1, 2, 3. Bost., Ginn, [1910.] c. 9+131; 7+173; 8+221 p. il. D. cl., Bk. 1, 30 c.; Bk. 2, 35 c.; Bk. 3, 40 c.

Bond, Fs. Wood carvings in English churches. v. 1, Misericords; il. by 241 photographs and drawings. [N. Y., Oxford Univ. Press,] 1910. 19+237 p. O. (Church art in England.) cl., \$2.50.

In the primitive church the faithful stood as a rule during the whole service; later, misericords (indulgence seats) were permitted to the weak and old. These narrow seats, curiously carved with birds, beasts, fishes and mythological monsters, record just what the stately historians omit, the everyday life of the common people and their opinions of the things of the day, without the prejudices and prepossessions which so often make written record untrustworthy.

Chambers, G: F: Halley's comet: with brief notes on comets in general. [N. Y., Oxford Univ. Press,] 1910. 47 p. il. O. pap., 25 c.

A brochure extracted almost verbatim from the author's "Story of the comets" to meet a request from many people desirous to know something about Halley and his comet and about comets in general. The scope of the pamphlet is naturally limited. Author is barrister-at-law of the Inner Temple, London.

Chu Yen. Description of Chinese pottery and porcelain; being a translation of the Tao Shuo; with introd., notes and bibliography by Stephen W. Bushnell. [N. Y., Oxford Univ. Press,] 1910. 31+222 p. O. cl., \$4.75.

The Tao Shuo was the first special work written on pottery and porcelain, and is generally considered by native connoisseurs as the chief authority on the subject. The book was published in 1774, and this translation in its entirety was completed in 1891.

Clemens, S: Langhorne, ["Mark Twain," pseud.] Travels in history; selected from the works of Mark Twain by C. N. Kendall, and arranged for home and supplementary reading in the sixth, seventh and eighth grades. N. Y., Harper, 1910. c. '88-'10. 8+170 p. pls. D: (Harper's modern series of supplementary readers for the elementary schools.) cl., 50 c.

Collins, Jos. Victor. Practical algebra, first year course. N. Y., Amer. Bk. Co., [1910.] c. '08-'10. 301 p. por. S. cl., 85 c.

Cook, Metta Horton. Yennycott folks. N. Y., J. S. Ogilvie Pub. Co., 1910. 128 p. il. 12°, cl., \$1.

Dana, W: S: B. A primer of architectural drawing for young students; being a pro-

gressive series of drawing board problems, the embodiment of the author's teachings in the Mechanics' Institute of New York City. N. Y., W: T. Comstock Co., 1910. c. 154 p. il. D. cl., \$1.25.

Book contains 25 problems, each illustrated by a plate with 161 explanatory detail figures, covering such subjects as the framing of floors, walls and roofs, the development of roof forms, the construction of fire-place or chimney. It is designed as a guide through the earlier and more fundamental problems in architectural drawing.

Durell, J. C. The self-revelation of our Lord. N. Y., Scribner, 1910. 28+224 p. 8°, cl., \$2 net.

Earhart, Will. Art songs for high schools. N. Y., Amer. Bk. Co., [1910.] 283 p. Q. cl., 80 c.

Elliott, Sophronia Maria. Household bacteriology. [Text-book ed.] Chic., American School of Home Economics, 1910. c. 170 p. il. pls. por. 12°, \$1.50. Bibliography (2 p.).

Evans, C. American bibliography; a chronological dictionary of all books, pamphlets and periodical publications printed in the United States of America from the genesis of printing in 1639 down to and including the year 1820; with bibliographical and biographical notes. In 6 v. v. 6, 1779-1785. Chic., C. Evans, [1413 Pratt Ave.,] 1910. 45 p. Q. cl., ca., \$15.

The concluding volume of this great undertaking, of which the first volume appeared in the fall of 1903. The work covers 19,448 entries. The full title of the work first appeared in P. W. "Weekly Record" January 2, 1903. This work brings American bibliography to 1820, when Roorbach and later Kelly took it up. The book is gorgeously manufactured. It costs \$90, but every big library must have it.

Everett, Leolyn Louise. The closed book and other poems. N. Y., Wessels & Bissell Co., 1910. c. 14+226 p. D. hf. cl., \$1.25 net.

Fisher, Mary A. The ghost in the garret and other stories. N. Y., Aberdeen Pub. Co., [Masonic Hall,] 1910. 147 p. D. cl., \$1.

Contents: The ghost in the garret; The sealed jar; The work or the woman; The man with an idea; Minerva Knowlton; How it came back; Helen Hamilton's hero.

Forward Movement Mission studies (graded series). Bk. 5 (for Intermediate Dept.), Men of mark in modern missions by Howard B. Grose. Phil., Amer. Bapt. Pub. Soc., [1910.] c. 60 p. D. pap., 15 c. net.

Frye, Alexis Everett. First book in geography. Bost., Ginn, [1910.] 56+4 p. il. maps, O. cl., 50 c.

Godfrey, Eliz., [pseud. for Jessie Bedford.] The cradle of a poet. N. Y., J: Lane, 1910. 333 p. D. cl., \$1.50.

After a fanciful childhood spent in the gray quarry country of England, Noel Harmon falls in love with a charming but impulsive girl, Therese. She marries an architect, who goes steadily down hill until she takes up Greek dancing for their support. Noel's poems bring him fortune, and would have brought him fame had he not decided to abandon the life of cities and to spend his days in the old stone house that was his mother's. Therese finally becomes his wife.

Goldin, Hyman Elias. First year in Hebrew, with exercises and vocab. N. Y., S. Druckerman, [50 Canal St.,] 1910. 140 p. O. hf. cl., 40 c.

Goldin, Hyman Elias, and Silk, B. Second year in Hebrew. N. Y., S. Druckerman, [50 Canal St.,] 1910. 144 p. O. hf. cl., 60 c.

Gordon, Hanford Lennox. Indian legends and other poems. Salem, Mass., Salem Press Co., 1910. c. il. pors. 12°, cl., \$1.50.

Guide to Belgium, including the Ardennes and Luxemburg; with map of Belgium and plans of Brussels, Antwerp, Ostend, Bruges, Ghent, Liège, Luxemburg, Spa and environs, the river Meuse, and the Battlefield of Waterloo; upwards of 50 il. and reproductions of famous pictures. 5th ed., rev. and enl. N. Y., Platt & Peck Co., [1910.] 200 p. S. (Slip-in-the-pocket guide books.) cl., \$1 net.

Guide to Holland; with map of Holland and plans of Amsterdam, Rotterdam, the Hague, Leiden, Haarlem, Middleburg, Dordrecht, Arnhen and environs, Nijmegen, Kampen, the Isle of Walcheren, the Isle of Marken, etc.; upward of 50 il. and reproductions of famous pictures. [N. Y., Platt & Peck Co., 1910.] 136 p. S. (Slip-in-the-pocket guide books.) cl., \$1 net.

Guide to Paris and its environs; with plan of the city, map of the environs, plan of the Bois de Boulogne, Versailles, the Louvre Galleries, the English Channel, Calais, Boulogne, etc. 8th ed., rev. [N. Y., Platt & Peck Co., 1910.] 192 p. S. (Slip-in-the-pocket guide books.) cl., \$1 net.

Guide to Switzerland; with map of Switzerland, plans of Bâle, Zürich, Lucerne, Berne, Lausanne, and Geneva, and 17 district maps; upwards of 60 illustrations. 6th ed., rewritten and reillustrated. [N. Y., Platt & Peck Co., 1910.] 206 p. S. (Slip-in-the-pocket guide book.) cl., \$1 net.

Herbertson, Andrew J. A physiographical introduction to geography. N. Y., Oxford Univ. Press, 1910. 120 p. il. maps, D. (Oxford geographies.) cl., 40 c.

Author is professor of geography in the University of Oxford. The maps have been carefully compiled to bring out the salient characteristics of the distribution of different phenomena, and to suggest comparisons. They are to be used as much as the text.

Holland, T: Erskine. A valedictory retrospect (1874-1910); being a lecture delivered at All Souls' College, June 17, 1910. N. Y., [Oxford Univ. Press,] 1910. 23 p. O. pap., 35 c.

For 36 years the author was professor of international law and diplomacy and fellow of All Souls' College, Oxford; he was also Vice-President of L'Institut de Droit International.

Howard, Rev. H: Summits of the soul. N. Y., Eaton & Mains, [1910.] c. 247 p. D. cl., \$1.25 net.

The first seven sermons are expositions of the upward climb from Faith to the soul's summit of Love, as pictured by Peter; three deal with the will of God; four apply the parable of the sower to the weekday life of our times; real joy of riches is taught in two others. The value of truth as a working force, the individual's part in his own salvation, and the real self-renunciation are the themes of the concluding sermons.

Jordan, W: G.; D.D. Little problems of married life: the Baedeker to matrimony.

- N. Y. and Chic., Revell, [1910.] c. 256 p. D. cl., \$1 net.
- The author has recently been chosen Secretary of the House of Governors, quite a new departure from his life as author of "Self-control," "The crown of individuality," and other works on ethics and conduct of life. The new book is a series of essays guiding people à la Baedeker through the strange new scenes of matrimony. Special attention is directed to Pulling together through a crisis; the wife's settled income; a plea for courtship after marriage; living in boarding houses and hotels; comradeship in married life, etc. Suitable for a wedding present.
- Kirk, E.** The cupola furnace; a practical treatise on the construction and management of foundry cupolas; comprising improvements in cupolas and methods of their construction and management; tuyers; modern cupolas; cupola fuels; fluxing of iron; getting up cupola stock; running a continuous stream; scientifically designed cupolas; spark catching devices; blast pipes and blast blowers; foundry tram rail, etc.; il. by 106 engravings. 3d ed., thoroughly revised and partly rewritten. Phil., Baird, 1910. 28+459 p. 8°, cl., \$3.50.
- Lewis, T.** Hamilton. Fraternal address to the General Conference of the M. E. Church, South; delivered at Asheville, N. C., 1910. Nashville, Tenn., Pub. House of the M. E. Church, South, 1910. 22 p. D. pap.
- McConnell, Fs. J.** Religious certainty. N. Y., Eaton & Mains, [1910.] c. 222 p. D. cl., \$1 net.
- Contents:* Life and certainty; The objections of common sense; The objections of the scientist; The objections of the evolutionist; The objections of the formal logician; The moral senses; The great outside forces; The church and religious certainty; The Bible and religious certainty; Christ and religious certainty; Unusual inner experiences and religious certainty; Summary and conclusion.
- MacCunn, Florence A.** Sir Walter Scott's friends. N. Y., J. Lane, 1910. 13+448 p. pls. por. O. cl., \$3 net.
- Because of the recent adequate biographies of Maria Edgeworth, Mrs. Hughes Uffington and John Lockhart, scant mention has been accorded them in this book. Attention has been directed rather to the less famous friends of the poet, his parliamentary friends, family friends, the Buccleuch group, the Marmion group, the Abbotsford household, etc.
- McPherson, Logan Grant.** Transportation in Europe; with map. N. Y., Holt, 1910. c. 4+285 p. D. cl., \$1.50 net.
- Just after completing a three years' first-hand study of the traffic conditions of the United States, Mr. McPherson accompanied the National Waterways Commission to Europe for a similar investigation on the Continent and in England. This volume is the result. In the main it is a rearrangement and amplification of the author's formal reports to the National Waterways Commission, each of which received the critical scrutiny of cabinet ministers and other officials charged with the control of the ways of communication in the several countries of Europe, as well as of leading men of affairs.
- Murray, J.** Hand-book of travel talk. N. Y., Scribner, 1910. 688 p. 24°, cl., \$1.25 net.
- Nash, L. L., D.D.** Early morning scenes in the Bible. N. Y. and Chic., Revell, 1910. c. 209 p. 12°, cl., \$1 net.
- Nason, Arth.** Huntington. Short themes; a freshman manual for the first semester. 2d ed. N. Y., A. H. Nason, University

- Heights, 1910. c. '09, '10. 8+187 p. D. cl., \$1.25 net.
- For notice see "Weekly Record," P. W., October 9, 1909, [1015.]
- New York [City.] Board of Health.** What you should know about tuberculosis; prepared by the Department of Health and the Committee on the Prevention of Tuberculosis of the Charity Organization Society, New York City. [N. Y., Dept. of Health,] 1910. 28 p. il. 12°, gratis.
- Noyes, Mrs. Marion Ingalls Osgood, and Ray, Blanche H.** Little plays for little people. Bost., Ginn, [1910.] c. 5+122 p. il. D. cl., 35 c.
- O'Hara, J. Myers.** The poems of Sappho; an interpretative rendition into English. Portland, Me., [Smith & Sale,] 1910. 3+98 p. front. 8°, \$2.
- Oman, C. W. Chadwick.** Column and line in the Peninsular War. N. Y., Oxford Univ. Press, 1910. c. 22 p. 8°, pap., 40 c.
- Oneal, Ja.** The workers in American history. Terre Haute, Ind., Ja. Oneal, 831 N. 3d St., 1910. c. 8+136 p. 12°, 25 c.
- Oxford plain texts.** 3 v. N. Y., Oxford Univ. Press, 1910. 8°.
- Contents:* Carlyle, T., Essay on Burns, cl., 15 c.; pap., 10 c.; Macaulay, Essay on Bacon, cl., 25 c.; pap., 20 c.; Macaulay, Lays of ancient Rome, cl., 20 c.; pap., 15 c.
- Peck, S. Minturn.** Maybloom and myrtle: [poems.] Bost., Estes, [1910.] c. 150 p. por. D. cl., \$1.
- Pictorial (A) and descriptive guide to London and its environs;** with four section plans, showing every street within an area of about five miles east and west of St. Paul's Cathedral, and 3½ miles north and south; map of London and twelve miles round, and 20 other maps and plans; together with a complete index to streets, public buildings, etc.; over 100 illustrations. [N. Y., Platt & Peck Co., 1910.] 280+74 p. S. (Slip-in-the-pocket guide books.) cl., \$1 net.
- Pictorial (A) and descriptive guide to Stratford-upon-Avon, the home of Shakespeare;** with excursions into the neighborhood, map of the district, plans of Stratford-upon-Avon, Warwick Castle, and Kenilworth Castle; over 40 illustrations. 4th ed., rev. and re-illustrated. [N. Y., Platt & Peck Co., 1910.] 128 p. S. (Slip-in-the-pocket pocket guide books.) cl., \$1 net.
- Pomeroy, Sarah Gertrude.** Christmas in Spain; or, Mariquita's day of rejoicing. New ed.; il. by Bertha D. Hoxie. Bost., Estes, [1910.] c. 29 p. il. D. (Christmas in many lands ser.) cl., 50 c.
- Pope, Jessie.** Babes and birds; drawings [in color] by C. Robinson. Bost., Caldwell, [1910.] no paging, D. hf. cl., 75 c.
- Postell, Jehu Glenn.** ["Uncle Dudley," pseud.] All about poultry. Macon, Ga., J. W. Burke Co., [508 Cherry St.,] 1910. 104 p. il. por. 8°, 50 c.
- Prohibition:** its relation to temperance, good morals and sound government; selections from the writings of men who have given

thought and study to this question from the standpoint of both theory and practice. Cin., Joseph Debar, [301 Union Bank Bldg.,] [1910.] 311 p. O. cl., 50 c.

Publishers' (The) trade list annual, 1910. 38th year. N. Y., Office of The Publishers' Weekly, 1910. 5598 p. Q. cl., \$2.

Publishers' Weekly (The) American educational list, 1910. N. Y., Office of The Publishers' Weekly, 1910. c. 438-580 p. O. leatherette, 50 c.

This list has been entirely revised and newly classified this year.

Reynolds, J: Hugh, and Thomas, D: Yancey. History of the University of Arkansas. Fayetteville, University of Arkansas, 1910. c. 555 p. il. pls. pors. 8°, \$2.

Riley, B: Franklin. The white man's burden; a discussion of the interracial question with special reference to the responsibility of the white race to the negro problem. Birmingham, Ala., B. F. Riley, [1910.] c. 239 p. 12°, \$1.25.

Robertson, Ja. Alex. List of documents in Spanish archives relating to the history of the United States, which have been printed or of which transcripts are preserved in American libraries. Wash., D. C., Carnegie Inst., 1910. 15+368 p. Q. pap., \$2.25.

Roosevelt, Theodore. African game trails; an account of the African wanderings of an American hunter-naturalist; with il. from photographs by Kermit Roosevelt and other members of the expedition, and drawings by Philip R. Goodwin. N. Y., Scribner, 1910. c. '09, '10. 15+529 p. map, O. cl., \$4 net.

The author has thoroughly revised his great hunting narrative, which met with so far-reaching success in *Scribner's Magazine*. There is considerable material in this handsome volume which never appeared in the magazine. There are also five appendices on subjects of natural history. The book appears simultaneously in England, France, Germany and Sweden in the languages of those countries, and Spain, Brazil and Japan are also negotiating for reproduction in those countries. The United States has four separate editions: the *Library edition*, *Subscription edition*, *Limited Autograph edition* and the *Elkhorn edition*, in which Mr. Roosevelt's uniform set of works appear.

Rossetti, Christina Georgia. Poems by Christina Rossetti; with il. [partly col.] by Florence Harrison; introd. by Alice Meynell. Bost., Estes, 1910. 24+369 p. Q. cl., \$6 net, boxed.

A handsomely printed and illustrated volume of these poems. The book is designed for a gift volume, and the make-up is elaborate in every way. Many of the full-page plates are in color, while at the beginning and end of each poem is an appropriate drawing in black and white. The binding is of white cloth, with a full length figure of an angel in gold.

Ruley, Clara North. The confessions of Linda Poindexter; il. by Wagner. N. Y., Broadway Pub. Co., 1910. c. 73 p. D. cl., \$1.

Written in the form of letters from a convent-bred debutante to her friend, telling of her engagement, marriage and the narrowly averted tragedy that threatened to wreck her happiness.

Ruskin, J: Unto this last. Bost., Caldwell, [1910.] 191 p. por. T. (Remarque ser. of literary masterpieces.) cl., 40 c., boxed; limp leath., 75 c., boxed.

Russell, G: W: Erskine. Sketches and snapshots. N. Y., Duffield, 1910. 11+508 p. front. O. cl., \$2.50 net.

The positions of Under Secretary of State for India and for the Home Department, which the author has held, have brought him into touch with the greatest political lights of the Victorian era. These well-named sketches and snapshots give delightful glimpses of such people as Gladstone, George Eliot, Garibaldi, Matthew Arnold and Queen Victoria herself.

Sage (Russell) Foundation. Dept. of Child Hygiene. Pamphlets. N. Y., Charities Publication Committee, 1910. 8°, \$2 per 100.

Contents: De Groot, E. B., Recent playground development; Gulick, Luther Halsey, Children of the century; Heller, Mrs. Harriet Hickox, The playground as a phase of social reform; Hibbard, G: Albee, The playground from the standpoint of the executive officer of the city; Holfer, Amalie, The significance of recent national festivals in Chicago; Hughes, C: Evans, Why we want playgrounds; Leland, Arth., Winter organization of playgrounds; Leland, Mrs. Lorna Isabel Higbee, Playground construction: an ideal development for a playground on an irregular tract of land between five and six acres in extent, Lord, Everett W., The playground a necessary accompaniment to child labor restriction; Maxwell, W: H., The city and the child; Perry, Clarence Arth., The wider use of the school plant; Playground Association of America, Committee on Athletics for Boys, Athletics for boys; Playground Association of America, Committee on Folk Dancing, Report of the committee on folk dancing; Public Schools Athletic League, Public schools athletic league of New York City; Robinson, C: Mulford, Landscape gardening for playgrounds; Roessing, Mrs. Fk. M., Athletics for girls; Russell Sage Foundation Backward Children Investigation, Retardation, some account of a study conducted in the New York public schools by the Backward Children Investigation; Wingate, G: Wood, Address of General George W. Wingate, president, at the annual meeting of the Public Schools Athletic League, held December 7, 1909, New York City.

Sanday, W: Christologies ancient and modern. N. Y., Oxford Univ. Press, [1910.] c. 7+244 p. 8°, cl., \$1.75.

Sandeau, Jules. Un heritage. N. Y., Oxford Univ. Press, 1910. c. 136 p. O. (Oxford modern French ser.) cl., 60 c.

Sattler, Otto. Stille und sturm gedichte: [poems.] N. Y., Lemcke & Buechner, [1910.] 154 p. D. pap., 75 c.

Seamon, W. H. A manual for assayers and chemists. N. Y., Wiley, 1910. c. 11+255 p. 8°, cl., \$2.50 net.

Sébillot, Paul. Contes des marins de la Haute-Bretagne; adapted and ed. by J. E. Mansion. N. Y., Crowell, [1910.] 64 p. S. (Crowell's shorter French texts.) cl., 25 c.

Sergio, Arturo. Logical method to learn the Italian language. N. Y., Italian School of Languages, [315 Fifth Ave.,] 1910. c. 12°, \$1.

Severance, Howard S. The millennial essays; a report to my old friends and neighbors, covering the period of my absence from home; Philippine service, trip around the world and experiences and incidents of my travels and sojourn through foreign lands, and conclusions. [Novi, Mich., H. S. Severance,] 1910. 375 p. front. O. cl., \$1.50.

Author claims civilization has reached its height under present order of progress. He wishes society reorganized and men to work together "from pure joy of living." He does not doubt the millennium is coming, and gives much good advice to bring it about.

- Shakespeare, W:** Works: the Temple Shakespeare; ed. by Israel Gollancz. In 40 v. N. Y., Dutton, [1910.] 16°, cl., ea., 35 c. net; leath., ea., 55 c. net.
Formerly published by Macmillan.
- Sharp, Mrs. Abigail Gardner.** History of the Spirit Lake massacre and captivity of Miss Abbie Gardner. 6th ed., rev. Arnolds Park, Lakes Okoboji, Ia., Mrs. Abbie Gardner-Sharp, [1910.] c. 4+386 p. il. pors. D. cl., \$1.25.
- Shimmell, Lewis Slifer.** A short history of Pennsylvania. N. Y., C: E. Merrill, [1910.] 256 p. il. 12°, 75 c.
- Silber, Mendel.** Jewish achievement; with an introd. by Abraham Rosenthal. St. Louis, "Modern View" Pub. Co., [210 Olive St.,] 1910. 122 p. pls. pors. 16°, \$1.
- Smith, Ja. Harry.** Enchanted ground; an episode in the life of a young man. Bost., Houghton Mifflin, 1910. c. 345 p. D. cl., \$1.50.
Philip Wetherell is a young New York architect engaged to be married to a New England girl devoted to her invalid father. While she is travelling in the South Philip is unfaithful to her. He repents and confesses to Georgia, who throws him off at once. He fights manfully to overcome his passion, and also helps his fellow lodger to fight his passion for drink. By this fellow lodger hangs a tale. When mysteries are cleared up Georgia finds her adored father also has been weak in his early manhood, and for his sake forgives her happy lover.
- Snead-Cox, F. G.** The life of Cardinal Vaughan. In 2 v. St. Louis, Mo., B. Herder, 1910. 18+981 p. il. facsim., 8°, cl., \$7 net.
- Soper, G: Alb., Soosmith, C:, Parsons, Harry de Berkeley, Williams, Linsly R., and Fuertes, Ja. Hillhouse.** Sewerage and sewage disposal in the metropolitan district of New York and New Jersey. N. Y., New York City, 1910. 550 p. il. maps, 4°, cl., gratis.
- Stein, Fs. Julius.** Improved Pitman shorthand; the fastest and most accurate shorthand in the world. Standard system. Phil., Stein Pub. Co., [1910.] c. 45 p. 12°, \$1.
- Stevenson, Rob. L:** From day to day with Stevenson; comp. by Wallace and Frances Rice. N. Y., Barse & Hopkins, [1910.] c. 127 p. front. por. 12°, 75 c.
- Stillman, T: Bliss.** Engineering chemistry; a manual of quantitative chemical analysis for the use of students, chemists and engineers. 4th ed.; with 174 illustrations. Easton, Pa., Chemical Pub. Co., 1910. c. 9+744 p. pls. 8°, \$5.
- Stimson, H: Alb.** Behind the world and beyond. N. Y., Eaton & Mains, [1910.] c. 16+291 p. D. cl., \$1.25 net.
A presentation of some of the fundamental truths of religion which to-day are under wide discussion. The author deals with the questions which are raised concerning them in a thorough but clear and direct manner, which makes the discussion intelligible and interesting to the lay reader and suggestive to the preacher. It is a book not of new theology or new religion, but of the fundamentals of religion in the newest light.
- Stone, C: J:** Stone's advanced superlative coat and vest system based upon the proportions of the human form. Chic., Charles J. Stone Co., Security Bldg., [1910.] c. 175 p. il. por. diagrs., 4°, \$10.
- Strachan, Ja.** The captivity and pastoral epistles. N. Y. and Chic., Revell, 1910. 278 p. 16°, (Westminster New Testament.) cl., 75 c. net.
- Sue, Marie Joseph Eugène.** The pocket Bible; or, Christian the printer; a tale of the sixteenth century; tr. from the original French by Dan. De Léon. [N. Y.,] New York Labor News Co., 1910. c. 2 v., 12°, \$2.
- Sutcliffe, Halliwell.** A winter's comedy. N. Y., J: Lane, 1910. 310 p. D. cl., \$1.50.
Phyllis Dene, left an orphan, had spent eighteen years in West Kensington, London, in a kind of genteel captivity. She is rescued by her uncle, a man who has made money in America and has returned to buy up broad lands in Yorkshire, his beloved birthplace. Phyllis has a delightful home with her big, large-hearted bachelor uncle. The squire of the countryside furnishes romance, his great house furnishes mystery, and his cousin furnishes jealousy, all worked into a most readable novel.
- Swingle, Calvin Franklin.** Steam turbine engines; their construction, care and operation; full instructions regarding correct methods of operating steam turbines, adjusting clearances, etc. Chic., Drake, [1910.] c. 7+136-3 p. il. 12°, cl., \$1.
- Swingle, Calvin Franklin.** Swingle's catechism of steam, gas, and electric engineering; a complete book of reference for the working engineer in the daily round of his duties. Chic., Drake, [1910.] c. 173+7 p. il. 16°, leath., \$1.50.
- Talmey, Bernard S.** Genesis; a manual for the instruction of children in matters sexual, for the use of parents, teachers, physicians and ministers; with 19 cuts, 47 drawings, in the text. N. Y., Practitioners' Pub. Co., 55 West 126th St., [1910.] c. 10+194 p. il. 12°, \$1.50.
Bibliography (4 p.).
- Taylor, E: Robeson.** Lavender and other verse. San Francisco, Elder, [1910.] c. 129 p. 8°, \$2.
- Temple classics.** 332 v. N. Y., Dutton, [1910.] front. ea., cl., 45 c. net; limp leath., ea., 65 c. net.
Formerly published by Macmillan.
- Temple classics for young people.** 16 v. N. Y., Dutton, [1910.] il. ea., cl., 45 c.; lambskin, ea., 65 c.
Formerly published by Macmillan.
- Temple cyclopædic primers.** 47 v. N. Y., Dutton, [1910.] 16°, cl., ea., 35 c. net.
Formerly published by Macmillan.
- Temple dramatists.** 26 v. N. Y., Dutton, [1910.] front. 16°, cl., ea., 35 c.; limp leath., ea., 55 c.
Formerly published by Macmillan.
- Temple Shakespeare, Pocket lexicon and concordance to the.** N. Y., Dutton, [1910.] 16°, cl., 60 c.; limp leath., 75 c. net.
Formerly published by Macmillan.
- Tennyson, Alfr., Lord.** From day to day with Tennyson; comp. by Leroy H. Westley. N. Y., Barse & Hopkins, [1910.] c. 127 p. por. 12°, 75 c.
- Textile World Record.** Kinks for boss weavers, from the questions and answers department of the *Textile World Record*; comp. and ed. by Clarence Hutton. Bost.,

- Lord & Nagle Co., [1910.] c. 90 p. il. 16°, (Textile World Record kink books.) 75 c.
- Von Schipper, Jacob. A history of English versification. N. Y., Oxford Univ. Press, 1910. c. 19+390 p. 8°, cl., \$2.90.
- Watson, Gilbert. Forbidden ground. N. Y., J. Lane, 1910. c. 324 p. D. cl., \$1.35.
- The scene is Albania in European Turkey. A young mountaineer, a superstitious mystic as well as passionate peasant, repents of wronging a girl and goes to the strictest of monasteries to repent. The girl after her child is born leaves it to her mother and follows him to the monastery, which she enters disguised as a lay brother, full of plans of revenge. The story is full of facts about religious orders. The sex of the girl is discovered and many complications follow. The abbot of the monastery is a fine creation.
- White, E. Alb. Second report on the hymeniales [mushrooms] of Connecticut. Hartford, Ct., [Connecticut State Library,] 1910. 70 p. pls. O. (Connecticut State Geological and Natural History Survey bull.) pap., 35 c.
- Author is professor at the Massachusetts Agricultural College. He treats of the fleshy and woody fungi, some of which are edible and others extremely poisonous. The bulletin is in three parts, consisting of Pt. 1, Keys to Connecticut species of agaricaceae; Pt. 2, Some edible species of agaricaceae; Pt. 3, List of species of fleshy and woody fungi reported since July, 1905.
- Whittier, J. Greenleaf. From day to day with Whittier; selected and arranged by Olive Van Buren. N. Y., Barse & Hopkins, [1910.] c. 127 p. front. 12°, 75 c.
- Wilde, W. Celestial ejectamenta; first Halley lecture delivered May 10, 1910. N. Y., Oxford Univ. Press, 1910. c. 34 p. O. cl., \$10.
- Williams, Rufus Phillips. Essentials of chemistry; experimental, descriptive, theoretical. Bost., Ginn, [1910.] c. 10+421 p. il. pors. D. cl., \$1.25.
- The author of many works on chemistry has made the following innovations in this work: The experiments and the descriptive parts are separated, in the theoretical parts; laws and theories are treated in detail as they are introduced; laws, principles and theories are illustrated by exercises, problems and diagrams. The aim has been to present a complete survey of elementary chemistry.
- Winn, Edith Lynwood. How to prepare for Kreutzer [violinist, born 1766, died 1831]; a book for teachers in private schools and academies, as well as the profession in general, giving a thorough analysis of suitable material for the first four grades, including an explanation of the most important principles of bowing, technic and tone production. N. Y., Carl Fischer, 1910. c. 4+212 p. 12°, \$1.
- Winn, Edith Lynwood. How to study Fiorillo; a detailed descriptive analysis of how to practice these studies, with music, based upon the best teachings of representative, modern violin playing. N. Y., Carl Fischer, 1910. 6+74 p. il. por. D. 75 c.
- Winn, Edith Lynwood. How to study Kreutzer: a detailed, descriptive analysis of how to practice these studies, based upon the best teachings of representative, modern violin playing. N. Y., Carl Fischer, 1910. c. 8+61 p. pors. 12°, 75 c.
- Winternitz, Moriz. Index to the names and subject matter of the sacred books of the East. N. Y., Oxford Univ. Press, 1910. c. 14+683 p. O. (Sacred books of the East.) cl., \$5.75.
- Wolf, Blair. Patriotic and promiscuous poems. [Winterset, Ia., B. Wolf,] 1910. c. 59 p. 12°, pap., 40 c. net.
- Wright, Fannie J., ["Gretchen," pseud.] Golden curves; or, glimpses into Paradise; simple thoughts of comfort for the bereaved and sorrowful. [N. Y., Hills & Hafely Co., 27 East 22d St., 1910.] 47 p. T. bds., 25 c. net.
- Wyer, Ja. Ingersoll. United States government documents in small libraries. 3d ed., rev. and enl. Chic., Amer. Library Assoc., 1910. 28 p. 12°, (American Library Association, Library handbooks.) 15 c.

BOOK TRADE EXPORTS AND IMPORTS FOR JUNE, 1910.

A summary statement of the value of the imports and exports of paper and of books and other printed matter of the United States for June, 1910, and for the twelve months ending the same, compared with the corresponding periods of 1909.

Imports and Exports of Printing Paper.

Quantities and Values of Paper of Domestic Manufacture Exported from the United States.

	June				12 months ending June			
	1909		1910		1909		1910	
	Quantities	Values	Quantities	Values	Quantities	Values	Quantities	Values
PRINTING PAPER.....lbs..	6,581,689	\$205,031	7,590,814	\$229,825	72,187,114	\$2,178,333	92,738,379	\$2,766,579
To United Kingdom.....	1,329,901	33,968	3,691,521	95,458	27,359,044	745,483	35,084,779	956,861
" British North America.....	617,614	28,537	943,180	40,171	6,137,364	294,570	9,679,304	436,930
" Mexico.....	153,975	6,790	116,555	3,957	1,545,904	66,274	1,769,125	75,405
" Cuba.....	692,793	24,515	1,013,972	29,606	7,005,657	223,931	8,578,258	258,300
" Argentina.....	441,318	9,873	616,681	13,875	4,621,356	112,680	13,477,118	309,326
" Brazil.....	1,257	44	3,152	291	140,321	4,653	243,280	8,807
" Chile.....	753,686	21,631	281,436	8,939	4,493,710	121,313	6,616,144	181,475
" Other South America.....	179,186	6,039	70,314	2,312	3,316,941	91,730	2,627,362	74,190
" Japan.....	262,991	10,574	500,565	18,852	4,862,908	141,897	3,031,370	119,048
" British Australasia.....	1,858,269	50,710	108,647	5,109	10,327,169	222,619	7,980,794	225,560
" Other countries.....	290,699	12,350	244,791	9,255	2,376,740	93,183	3,650,845	120,677

Printing paper remaining in warehouse June 30, 1909, \$6,729. June 30, 1910, \$8,758.

Quantities and Values of Paper Imported from Other Countries.

	June				12 months ending June			
	1909		1910		1909		1910	
	Quantities	Values	Quantities	Values	Quantities	Values	Quantities	Values
Printing paper, for books and newspapers c.....lbs.. dut.	3,311,787	\$88,606	10,083,405	\$204,005	37,055,028	\$903,705	92,911,514	\$1,920,807
Imported from—								
Germany.....	322,162	16,676	90,728	6,964	1,855,534	139,372	1,472,209	86,849
Canada.....	2,685,102	50,834	9,679,799	177,004	33,295,261	631,983	86,766,027	1,615,100
Other countries.....	304,523	21,096	312,878	20,037	1,904,233	132,350	4,673,278	218,852

Imports and Exports of Books and Other Printed Matter.

Books, etc., Imported from Other Countries.

	June		12 months ending June	
	1909.	1910.	1909.	1910.
Free.....	\$277,414	\$515,254	\$2,996,501	\$3,390,311
Dutiable.....	227,550	203,252	2,630,123	2,042,764
Totals.....	504,964	718,506	5,626,624	6,033,075
From United Kingdom.....	\$239,266	\$528,794	\$2,819,302	\$3,550,444
France.....	41,609	34,119	394,620	415,723
Germany.....	162,150	83,684	1,071,679	1,207,837
Other Europe.....	37,498	42,345	440,170	561,355
British North America.....	12,537	15,266	167,262	149,757
Other Countries.....	11,904	14,208	133,591	147,059

Books, etc., of Domestic Manufacture, Exported from the United States to its non-Contiguous Territories, and to Panama.

To Alaska.....	\$8,386	\$10,342	\$173,020	\$164,022
Hawaii.....	15,489	16,175	113,232	251,856
Porto Rico.....	9,987	12,436	118,221	151,493
Philippine Islands.....	8,587	8,117	156,199	223,899
Panama.....	9,290	3,688	54,617	55,371
Totals.....	51,739	50,758	615,289	836,641

Books, etc., of Domestic Manufacture, Exported from the United States to Foreign Countries.

To United Kingdom.....	\$108,632	\$120,087	\$1,334,499	\$1,437,867
Belgium.....	1,662	1,824	37,116	24,439
France.....	7,050	8,675	229,129	156,283
Germany.....	11,898	14,835	141,562	190,189
Italy.....	3,079	1,710	29,576	32,728
Netherlands.....	943	1,157	16,093	15,498
Other Europe.....	9,294	6,947	59,566	74,130
British North America.....	190,605	273,056	2,658,380	3,355,536
Central American states and British Honduras	11,730	22,122	88,454	111,177
Mexico.....	13,835	17,762	245,453	251,986
Cuba.....	39,830	22,894	325,599	231,657
Other West Indies and Bermuda.....	2,364	4,646	49,101	38,449
Argentina.....	8,520	18,673	97,606	119,925
Brazil.....	17,060	25,173	230,353	207,245
Chile.....	2,586	3,834	68,856	45,989
Other South America.....	6,323	11,472	134,921	74,131
Chinese Empire.....	7,613	7,023	50,480	74,390
British East Indies.....	1,984	529	22,813	27,227
Japan.....	14,418	5,874	67,371	63,236
British Australasia.....	30,715	18,137	260,079	289,024
British Africa.....	1,688	4,434	22,823	37,761
Other Africa.....	146	613	5,302	6,961
Other countries.....	728	851	20,114	19,267
Totals.....	492,703	692,328	6,195,246	6,865,095

Values of Exports of Books and Other Printed Matter, of Foreign Manufacture.

Books and other printed matter. Free of Duty...	\$1,954	\$16,668	\$31,558	\$31,418
Books and other printed matter. Dutiable.....	1,481	4,873	80,020	113,233

Books, etc., remaining in warehouse June 30, 1909, \$71,370. June 30, 1910, \$66,128.

The Publishers' Weekly

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The editor is not responsible for the views expressed in contributed articles or communications.

Publishers should send books promptly for weekly record and descriptive annotation, if possible in advance of publication. The Record of the PUBLISHERS' WEEKLY is the material of the "American Catalog," and so forms the basis of trade bibliography in the United States.

"I hold every man a debtor to his profession, from the which, as men do of course seek to receive countenance and profit, so ought they of duty to endeavor themselves by way of amends to be a help and an ornament thereunto."—LORD BACON.

SPORADIC VS. CONTINUOUS ADVERTISING.

WITH REPRODUCTIONS OF SOME TYPICAL PUBLISHERS' WEEKLY ADVERTISEMENTS.*

THE *Inland Stationer* made a very significant move the other day; it eliminated its one-time and three-time advertising order and announced frankly "at least six months or nothing." And it does this, as have a large number of other mediums, not so much for the increase of its advertising patronage, as for the protection of the advertiser himself.

Careful students of the psychology of advertising are coming to realize more and more clearly the value of cumulative advertising. Not the four-page "splurge" in some special annual number, not the colored insert once or twice a year; but the consistent hammering away week after week—this is what wins business in the long run. Except in special cases the clear verdict of the advertising expert seems to be that sporadic advertising is futile of consistent results.

But book advertising, we are immediately reminded, is one of these exceptions.

Book advertising is essentially non-cumulative; in this, as has been pointed out scores of times, lies the crux of the publisher's advertising problem. When, by dint of an astonishingly lavish expenditure, he has chanced

*[Annotated by the author of the article "Dividing the Advertising Appropriation," which follows. OF PUBLISHERS' WEEKLY advertising copy he says: "One finds little in general to criticize, except that few of the advertisements have a direct trade appeal. Trade copy should be as different from retail copy as the buyers appealed to; and very, very seldom is identical copy available for both classes of advertising."—ED. P. W.]

to call the reading public's capricious attention to a really meritorious book, has put its name, figuratively speaking, in every one's mouth, already, at its climax, its fame has begun to decay. Shoved aside by the next best-seller crowding at its heels, the publisher is left at the foot of the ladder of publicity, to begin again, with another book, the toilsome and expensive ascent. Unlike the exploiters of soap and breakfast food and carbonated water, he has built no lasting foundation of goodwill. Except with that very small portion of the book-buying public who come to differentiate publishers and choose, partly at least, by familiarity of imprint, his advertising in the general press has won him no continuing advantage.

To this accepted and unquestionably sound rule of book advertising there is, however, one exception, of sufficient importance, and so easily overlooked, as to bear stress upon.

With one class of readers of book advertising imprint goodwill is an invaluable asset. One class of buyers make up their orders, speaking very broadly, not by subject, title, illustrations, jacket or even author, but by the trade reputation of the publishing house

TO THE TRADE

Do you remember "IOLE"?

If not, look up your sales-records for 1905

ROBERT W. CHAMBERS

has again written a book of that most delightful, whimsical, "hammocky" kind

The GREEN MOUSE

"The daintiest-looking novel of the season"

The main plot is founded on a notion of a wireless machine that catches and brings into contact the psychic waves of persons of opposite sex, but the charm of the love stories that the machine sets in motion will still remain for most readers the chief attraction, as it always is in the novels of Mr. Chambers. This book has a mermaid on the cover, starts out with the adventures of a poor young man who conjures a white rabbit or a Green Mouse or a handful of quarters out of a silk hat with uniform facility, and ends with the way the mermaid and one other beat out "The Green Mouse, Ltd." and its electro-psychic-wireless love apparatus.

Cover, endpaper, wrapper, and six full-page illustrations in colors, and many pen-and-ink drawings through the text by Edmund Frederick

12mo, cloth, \$1.50



ORDER UP TO THE LIMIT
from your jobber or from

D. Appleton & Co., Publishers, New York

"A GOOD EXAMPLE OF DIRECT APPEAL TO THE TRADE."

By omitting the first line (superfluous in a trade publication) the second and third lines could be played up more strongly.

IF *You* WERE A KING
FOR ONE MONTH
WHAT WOULD YOU DO?

IMAGINE YOUR
PORTRAIT HERE

This is a good
selling question
when showing

LOUIS TRACY'S
LATEST NOVEL

A Son of the Immortals

The able bodied American hero had a strenuous thirty days—an appealing thirty days—to all lovers of good fiction. Take advantage of your opportunities and increase your sales—Tracy is bigger than ever in this story.

Illustrations by Howard Chandler Christy

Edward J. Clode Publisher New York

"THIS COULD BE IMPROVED."

The initial idea of this advertisement is fine, but its trade appeal is too evidently an afterthought. The "Imagine Your Portrait Here" part is unnecessary repetition, and is just a little bit childish, too, when you think about it. But cut out the picture frame, leaving the decorations as a suggestive border, and putting the "selling question" trade talk first, and you have a distinctly original and attention attracting advertisement.

behind the book. That class, of course, is the booksellers themselves.

Into the establishment and maintenance of this trade goodwill many factors enter, some of them difficult to differentiate; but it is to be doubted if any one factor is of greater importance than that of trade publicity. To have appeared, week in, week out, in the advertising pages of THE PUBLISHERS' WEEKLY, or of any other reputable book trade organ, is in itself an argument for stability, a proof of live aggressiveness, a recognition of the essential interdependence of publisher and bookseller, and an active appeal to the bookseller's interest, without which no trade publishing house, no matter how well managed, can survive.

This recognition of the ultimate importance of booktrade advertising is here given in no spirit of mere self-exploitation. Examine, if you will, the advertising pages of the WEEKLY for the past year; you will find that those firms which appear in closest and

most continual touch with the trade are the strongest financially, the most alert editorially, the warmest friends of the bookseller and the best considered by the public. And, conversely, you will find, with one or two exceptions, that the publishing houses which rarely or never advertise are the weak sisters of the profession, commercial acrobats continually balancing themselves on the thin edge of bankruptcy.

There is always a tendency to "bow to the inevitableness" of special numbers, to follow, with advertising, some fetich of time or season, losing sight of the fact that steady, continuous display is the kind that leaves the enduring impression. Not unchanged display—"standing copy" is publicity truly, as is a directory, cheap publicity too—but true advertising connotes, necessarily, continuous variation in appeal, new purchasing argument, new wares, new retail selling methods.

No publishing house can be "made" by advertising alone, either in THE PUBLISHERS' WEEKLY, or in any other periodical, or in all of them. But it is to be doubted if there is any one other factor in the establishment or maintenance of a trade reputation as important as continual advertising display in the pages of the WEEKLY. In itself it is a merchandising power; combined with good books and correct selling methods its appeal is irresistible.

DIVIDING THE ADVERTISING APPROPRIATION.

SOME HINTS ON THE WAY IT LOOKS TO "AN OUTSIDER."

BEFORE the book publisher's advertising appropriation for a season may be divided the readers prospectively to be reached must be similarly divided and classified.

Fundamentally book advertising, like the advertising of every other manufacturer, is of two kinds, that to the retailer, that to the public, each essential, each quite distinct, yet mutually interdependent.

BOOKTRADE ADVERTISING.

The publisher's problem as regards his trade advertising appropriation is an unusually simple one. Few trades have as few trade periodicals as the booktrade; in still fewer does any one periodical stand as pre-eminent, so completely and satisfactorily covering the entire field, as does THE PUBLISHERS' WEEKLY. THE PUBLISHERS' WEEKLY attempts to do but one thing, be "the journal of the American booktrade;" that it does it well is apparent even to an outsider like myself. To emphasize an advertising impression and to reach, in certain cases, the newsstand trade to which, rather than the book-

trade proper, the *Bookseller, Newsdealer and Stationer* makes direct appeal, the latter periodical may also be used.

THE LIBRARY FIELD A SEPARATE ONE.

Unlike other lines of wholesale advertising, the publishers' public, however, immediately divides itself into two: the library world and the public in general; and every publisher of books available for library purchase must, of course, advertise to his library clientele.

Here again, however, his problem is a comparatively simple one. Practically every library of the slightest buying importance subscribes for and checks the "Weekly Record" of *THE PUBLISHERS' WEEKLY* every week as religiously as does the bookseller. Add to *THE PUBLISHERS' WEEKLY* the *Dial*, or the *Nation*, especially the former, which has always made a special library appeal in its reviews, news and editorials, and you have a reasonable assurance of having completely "covered" the library field.

STILL A DOUBLE PUBLIC TO BE REACHED.

But the public in general again divides itself in two, one difficult of economical access, but still a present possibility; the other the despair of every publisher and the *bête noire* of every book advertising appropriation. The first public is that of book lovers, of the constant book-buyers who are the bulwark of the retail booktrade, who need only the announcement of a book to their taste to purchase it forthwith.

To reach them economically with this announcement needs forethought and a systemized selling campaign, advertising backed up by businesslike salesmanship.

Generally speaking, the more definite the subject and scope of a book to be sold the easier it is to reach its class. For many distinctive classes of readers and professions direct circularization would seem the most effective, and, in the long run, the cheapest publicity. Just as the publisher of law and medical books finds his advertising problem a comparatively simple one, so the publisher of a collection of chess problems, a comparative study of breeds of homing pigeons, a local real estate atlas, has in each case the list of prospective buyers for the book ready at hand, either in his own classified mailing lists or easily available elsewhere. It has been said that the mailing list of a big publishing house may be its biggest asset, and this is probably true. Not that the problem of circularization is always as clear-cut and definite as in the cases cited above; but generally, in these cases, circularization of some kind is the primary advertising.

WASTE IN CIRCULARIZATION.

Right here I venture to state, however, that half of a publisher's circularization is worse than wasted; not merely that half is sometimes thrown in the basket unread—that ratio is to be expected even with good circularization—but that half is *always* thrown away before the average ratio of waste begins on the other half.

BEST AND MOST ENDURING VALENTINES

NO EXTRA CHARGE

FOR THESE

EDITIONS



The handsomest and most popular presentation books of recent years in Valentine dress. Each book letterboxed and headed "To My Valentine."

HARRISON FISHER'S
AMERICAN BEAUTIES

Printed in full color.
Bound, 50 c.

HIAWATHA

Over fifty pictures by Harrison Fisher. Bound, 50 c.

MILES STANDISH

Illustrated by Howard Chandler Christy. Bound, 50 c.

EVANGELINE

With pictures by Howard Chandler Christy. Bound, 50 c.

By JAMES WHITCOMB RILEY

RILEY ROSES

With pictures by Christy in full color.
Bound, 50 c.

OLD SCHOOLDAY ROMANCES

Pictures and decorations by E. Stearns Cranford. Bound, 50 c.

LOVE LYRICS CHILD RHYMES FARM RHYMES SONGS OF BEER SONGS OF SUMMER

Each, illustrated, 50 c.

HOME AGAIN WITH ME

AN OLD SWEETHEART OF MINE
Each illustrated by Christy. 50 c.

FAMOUS LOVE SONGS

Picture by C. F. Underwood. 50 c.

LOVE'S YOUNG DREAM

COMIN' THRO' THE RYE

OH! PROMISE ME

Each picture by Underwood. 50 c.

THE ROBES-MERRILL COMPANY, Publishers

"AN EXCELLENT 'SEASONABLE' ADVERTISEMENT."

Aims to give the retailer a new idea for merchandizing. Get your trade advertising to doing that and every retailer will soon be waiting for it every week.

Examples? Almost all library circularization, aside from dignified seasonal announcements and catalogues, is sheer waste. Library buyers have come to depend, aside from the one or two periodical reviews already cited, more and more upon the *A. L. A. Booklist* and similar evaluative selections made "by authority."

Almost all "broadcast" circularization, no matter what the book or what the method of name selection, is absolute waste. The plan may work with stove polish or breakfast food; it will not show results with books. Just as much wasted is a large proportion of the matter sent out for editorial use, "dope" in the vernacular.

ADVERTISING MEDIUMS FOR BOOKBUYERS.

Probably the ideal medium to reach regular bookbuyers is a periodical of the type of the *Monthly Book Review*, ideal because theoretically it goes directly, without an atom of waste circulation, to the people who are buying books; and goes to them *through the retailer*. And, to all of us who believe in holding up the hands of the retailer, *that* is the way to go. I say, theoretically, because, as I understand it, this *Monthly Book Review*

is still a comparatively new publication and has not yet the nation wide circulation that it should have, and which will make it a book advertising medium *par excellence*.

The *Trade Book List* is on the same principle, is also an independent publication, and, being of "envelope size," is even cheaper for the dealer; but there is little question that the buying public prefers the attractiveness of the magazine size, illustrated *Book Review*. I imagine that, even adding extra postage charges, it shows better returns to the retailer, too, as it assuredly must to the advertiser.

For the same class, regular bookbuyers, the confessedly book magazines, *The Dial* and *The Bookman* are the inevitable mediums, and the better class general magazines, *The Outlook*, *Century*, *Harper's*, *Scribner's*, *Independent*, etc., the selective mediums. And I use this word "selective" with a double meaning: they are mediums only for certain better class books and their rate, from a publisher's standpoint, is necessarily so high that they must be used sparingly and with careful discrimination.

THE QUEST OF THE PUBLISHER'S BÊTE NOIRE.

But so far I have carefully avoided the crux of the publisher's advertising problem. The people who buy books often and definitely do not worry him so much; but the people who buy them seldom. It is easy to advertise books on chess and homing pigeons and real estate, but hard to advertise—fiction! It wouldn't be so bad if there were few fiction buyers—one might ignore them—but it happens that the occasional buyers of fiction outnumber the regular buyers of non-fiction about one hundred times, and that dilutes the strength of prospective advertising to them to about 1/100.

Of course many of this great class are reached by the *Bookman* and by the general magazines. More are reached at considerably less expense by the imprint magazines. But, generally speaking, publishers try most to reach them via the newspapers—and it is probable that more advertising appropriations are wasted in newspaper copy than in any other one way.

THE USE AND VALUE OF NEWSPAPER BOOK ADVERTISING.

Primarily newspapers, if they have a value for the publisher, have it for fiction advertising only. This does not mean that certain newspapers like the *New York Times* and the *Boston Transcript* are not mediums for non-fiction as well, or that if, for instance, Charles Scribner's Sons do not advertise Colonel Roosevelt's book very widely through the newspapers they will not be committing a grave mistake, for some non-fiction fairly cries for newspaper advertising; but, generally speaking, the premise is true: newspapers are for fiction advertising.

Now, when I said that it seemed probable that much newspaper book advertising was wasted, I did not mean that it sold no books; but simply that the sales created were not sufficient to pay for the advertising. That is

the point. So much of a newspaper's circulation must necessarily be waste circulation for the publisher that he cannot, between his meagre appropriation and the high resultant rates *per sale*, begin to cover the ground or get paying returns.

UNSATISFACTORY NATURE OF NEWSPAPER ADVERTISING NOW.

It has come to be almost a trade custom, as I understand it, to run fair-sized space in New York, Chicago, Philadelphia and Boston dailies, not pretending that these papers in any sense "cover" the country, but because these are all the available appropriation will "stand."

Of course, from a technical advertising standpoint such a half-hearted, loose-jointed campaign is quite indefensible. The *Springfield Republican* probably reaches as many bookbuyers *per cents per agate line of copy* as does the *Chicago Post* or the *New York Sun*; and it has a page of independent and carefully edited book news that many a metropolitan paper might emulate. In other words, a newspaper campaign, to be a campaign, must be country-wide. If the rate is too high per return in one paper it is too high per return in another paper offering the same ratio of bookbuying readers, though the latter paper may be in New York and the former in Oshkosh.

TESS OF THE
STORM
COUNTRY
GRACE MILLER WHITE
ILLUSTRATIONS BY
HOWARD CHANDLER CHRISTY
NEW YORK
W. J. WATT & COMPANY
PUBLISHERS

"AN EXCELLENT EXAMPLE OF GENERAL DISPLAY."

Attractive and arousing curiosity—always a good point. There is, however, no direct trade appeal.

And it is a fact that newspaper rates are, generally speaking, too high, actually too high, for publishers, at present, to see returns.

Several years ago I made an attempt to interest a string of papers in a combination agency rate for book advertising, the idea being to present to the publisher a joint list of twenty or more of the best book advertising mediums in the country at a rate of not over \$2.40 a line; that is a rate the publishing business could stand. Such a rate for five years would mean the rejuvenation of many inland book centres; and that would mean that in five years the rate might be raised. But the papers concerned could not see it in that light, although there is no question that, if such a list contained twenty-odd metropolitan dailies like the New York *Sun* and *Post* and Chicago *Record-Herald* and *Tribune*, and inland papers like the *Springfield Republican*, *Seattle Intelligencer* and *Cincinnati Enquirer*, it would enjoy a natural monopoly so far as newspaper book advertising were concerned.

OTHER BOOK ADVERTISING METHODS.

Other book advertising mediums are pre-faced by a question mark of considerable size. One publishing house of my acquaintance sank a considerable sum in theatre programmes, theoretically an excellent medium

for the books advertised, before they decided there was nothing in it.

Subway and street car cards have been tried by two publishers for personal reasons; but are prohibitively high so far as actual results go. The McClurg Company, I am told, have even tried the bill-board game, but the query of returns becomes again a very insistent one.

Posters? That raises anew a never settled discussion. One thing may be put down as axiomatic, however, that to have value as advertising, or even to gain display from the retailer at all, the poster must be attractive, original and have selling quality. This sounds bromidic; but the amount of good money wasted every year on posters which do not fulfill one of these requirements is astounding.

LITERARY MAGAZINES VS. NEWSPAPERS AS MEDIUMS FOR BOOK ADVERTISING.

By WILLIAM G. PRESTON, *Manager of "The Bookman."*

ADVERTISING has not as yet become an exact science. It still requires an exercise of faith almost equal to the expenditure of money. Yet, does it not seem strange that after so many years, and so much thought and money have been spent specially on book advertising, that the same uncertainty as to methods and mediums should still remain in the minds of publishers?

Although publishers have for many years been using both newspapers and the "literary magazines" for some of their "publicity," the question is still open: "Which is the better medium for book advertising, the newspaper or the magazine?" There really ought not to be a question of relative value raised. They are not rivals; they serve different purposes. The ocean steamship does not rival the railway as a means of travel.

The literary magazine has its virtues and shortcomings, so has the newspaper; but the use of one or both must be determined by the motive for the advertising and the character of the book advertised.

Pointing out some of the special merits of the literary magazine as a medium for publishers' advertising will imply the lack of certain of those merits in the newspaper, but will mean no disparagement of the latter's own special merits under differing conditions.

"Books," as here used, is that class of books regularly sold through the retail bookseller, and not so-called "subscription" books, which have their special methods of advertising.

At first thought it would seem that the reason for all book advertising is to find and persuade buyers. Were this the publisher's sole motive, his problem would be simplified. But, as has been truthfully said in a previous issue of this paper, the book publisher not only has to create sales, but to deal with (some would say placate) the modern commercial author who must see his book well advertised, else his next manuscript goes to

Do You Sell Books?

DO you not just let books sell themselves—if they can. Or, in other words, do you stand aside with a sometimes unconscious, sometimes studied air of detachment, and allow the author or publisher—or the pretty girl on the cover—to sell them for you?

Even if there's no pretty girl on the cover, and author and publisher prove poor salesmen, you still feel no call to become actually and aggressively booksellers instead of men with books to sell.

This being so, you very naturally welcome those books which can always be counted on to "sell themselves."

Among these, you have learned to look for the novels of **LOUIS TRACY** much as the farmer looks for rain after dry weather.

"The Wings of the Morning," "The Pillar of Light," "The Captain of the Kansas," "The Message," "The Stowaway,"—these books stand out in your mind. They are among the high lights of recent book-selling.

Now there is another one—now on sale. **A SON OF THE IMMORTALS**, it is called, and in it Tracy has by no means lost his stride.

A SON OF THE IMMORTALS (you're soon going to hear that title on many lips) has to do with a young American who goes for a short excursion into the ranks of royalty, so to speak; who is presented with a ticket to the throne of Kosnovia—and return—good for only thirty days.

But it's a busy thirty days!

Any further suggestions would be an insult to your intelligence.

ILLUSTRATIONS BY HOWARD CHANDLER CHRISTY

Edward J. Clode 156 FIFTH AVENUE
NEW YORK CITY

"A GOOD EXAMPLE OF PLAIN TYPE, 'REASON WHY' COPY."

a publisher who gives startling publicity to his publications. He has also to reckon with the bookseller, who insists upon at least a promise of advertising as a condition precedent to an order. The publisher also counts upon his advertisement, bearing his imprint, as giving valuable publicity to his business as a whole, apart from any special book advertised.

Thus we find four prime motives for publishers' advertising:

1. To create sales.
2. To please the trade.
3. To please authors.
4. To give general publicity to his business.

1. To create sales the book publisher has two classes of people to reach: first, the book reader who is to be induced to buy the book advertised; second, the non-book reader, who, though not now a reader of books, may by the attractiveness and convincing character of the advertisement, be induced to buy the particular book advertised, and thus join the growing army of readers. To find buyers for a special book calls for judgment as to advertising mediums; and buyers once found, comes the question of effective "copy."

The publisher of a new book desires all book readers to know the fact of publication and the character of the book. For this purpose he endeavors to find the advertising mediums which go to the largest percentage of

book readers to the total circulation of the mediums. But if he be a progressive publisher, he will with certain books desire to create new buyers. In this case he will, in addition to his general mediums, use others which go to a class of persons who, though not book readers, may by the force of the title of the book, its description, or other telling qualities of his advertisement be persuaded to become readers and possible buyers. To reach this latter class the newspaper is undoubtedly the better medium. But to be sure of gaining the attention of the largest percentage of actual bookbuyers to the total circulation paid for, the literary magazine should be selected.

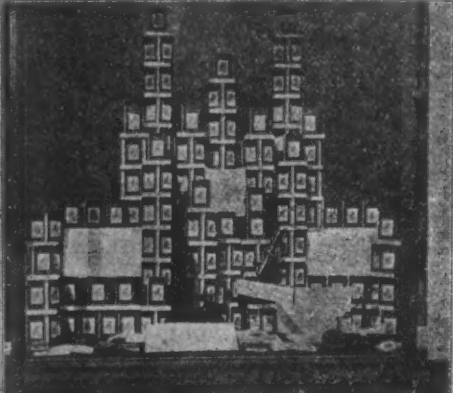
In making his decision as to the use of the two mediums under discussion, the publisher ought to consider the questions of quality *versus* quantity of circulation, national *versus* local campaigns, lasting *versus* temporary appeal. It is frequently said that the average circulation of the literary magazine is too small to be felt by the advertiser.

Consider for a moment the circulation figures of the newspaper. Whether they be 30,000, 50,000 or 100,000, they obviously indicate all classes of persons, with but one common qualification, that of being able to read the language in which they are written. Who can say how many of them are bookbuyers, or how many even read books? The publisher's chances of reaching a large percentage of bookbuyers from his advertisement in a newspaper of, say, 50,000 circulation, are about as good as they would be were he to circularize 50,000 names taken at random from the city directory.

But the literary magazine is created for persons interested in literary affairs, and the advertiser therein, however large or small be its circulation, may positively count upon almost one hundred per cent. of interested readers who are book readers, if not bookbuyers, for it is from this class of persons that the subscribers to literary magazines are obtained. Thus the publisher using the literary magazine has his possible bookbuyers in every part of the country selected for him. He is not paying for a big circulation which is not interested in the kind of merchandise he puts forth.

Then, too, certain literary magazines are taken by a class of readers who are known as creators of opinion about the new books, who pride themselves on their familiarity with the news of the book publishing world, and upon reading and expressing their opinions on all the new books. A favorable dictum from even one of this class will often start a chain of readers, which is continued by mouth-to-mouth recommendation at the table, in the drawing room or the library, which is the best advertising that a book can receive.

It has become the custom among most publishers to advertise in a certain few newspapers in the largest four cities of the country—New York, Chicago, Philadelphia and Boston—doubtless with the belief that a given appropriation will create a more striking effect if spread thickly over these few metro-



**A
Successful
Window
Display
of a
Successful
Book**

As a business-bringer
The Achievements of Luther Trant
MAKES GOOD

The name of Trant—Luther Trant, the great psychological detective—is bound to become a household word.

"Here at last," says the Boston Transcript, "is something new under the detective story sun. Not since Conan Doyle first made Sherlock Holmes the most famous detective in the world of fiction, has there come to light a rival until the appearance of Luther Trant."

"All are to be carried into whose hands the book falls, for its readers may be sure of a delightful sense of wonderment of mind on holding the clue of the wizard psychologist, they slip easily through the various labyrinthine the authors have so cunningly contrived. In both conception and execution it has reached the high watermark of the class of fiction."

—New York Times

Orders and re-orders small business

Illustrated. \$1.50

Small, Maynard & Company
15 Beacon Street, Boston

"CROWDED COPY."

Enough material here for three good advertisements. Crowded in this way the effect is lost; in fact one has to puzzle out just what is being advertised—a fatal delay.

politan centres than if spread (necessarily more thinly) over perhaps twenty cities of the next grade. The publisher realizes that he cannot conduct a national campaign out of his advertising in the four big cities, but he decides that the compromise is simple, and that by reason of its very volume the moral effect on the trade and the author is thereby more perfectly secured.

This is, of course, a confession on the part of the publisher that no single book sold through the trade can bear the cost of a genuine national advertising campaign in the newspapers.

But the circulation of the literary magazines is national—not a town of any size but has its subscribers, which constitute a definite class of persons whom the advertiser may count upon as interested in his new books, and who are persons of influence in their community.

Considering the question of quality of circulation of a medium, it must be noted that the price of a newspaper is no indication of the purchasing power of its readers, but it is also a fair inference that one who pays twenty-five or thirty-five cents for a magazine (the price of those generally used by publishers), has the ability to buy any book he sees advertised, which by the "effective copy" he is persuaded that he desires.

As the newspaper is born to-day and dies to-morrow, therefore an advertisement must catch the reader's eye and persuade him in a moment. The newspaper is hurriedly read and thrown away. How few castaway magazines do we find. They are read by all the family and stay in the home at least until the new one comes, and even then they are not generally thrown away, but are passed on for other families to read.

Some magazine publishers, by a series of careful investigations, have found that more than half their magazines sent to subscribers are read by at least ten people. It is probable no newspaper can claim such figures.

2. In considering the question of advertising from the point of view of its influence on the trade, it will be well to inquire what bookseller sees the newspapers of the four great cities (which the book publishers by common consent use almost exclusively) and learns that the publisher is doing his best to help him sell his stock.

Many of them will see one or two which issue weekly book sections or supplements, and doubtless a New York bookseller will see the advertising in the New York papers, and the Chicago bookseller in the Chicago papers, but what of the bookseller in Savannah, Ga., or Portland, Ore.?

If the publisher place his advertising in the literary magazines, he may be certain that a certain few of them go to several hundred booksellers regularly every month, impressing them with the fact that the books he has recently bought are being actually brought to the attention of a few cultivated and appreciative persons in his town, and thus the publisher has accomplished another purpose of advertising and has hit the mark again.

3. As for impressing the author (another one of the motives for book advertising), whether that author be his own or one he desires to secure, the publisher will find it advantageous to advertise in both newspapers and literary magazines.

To be sure, a small proportion of authors will see the newspapers of the four great cities, but the effect of an advertisement or its absence on those who do see them will certainly be made, and, if he look in vain for the advertisement of his own book, his publisher will quickly feel the effect.

The same psychological and physical result will be created by an advertisement, or its absence, in the literary magazines, but with greater certainty of result, because owing to the national character of the circulation of the magazine and its presence in the reading rooms of clubs and libraries, and the further fact that more authors subscribe to literary magazines than to any other kind, the presence or absence of an advertisement will be observed by a larger number of authors.

4. The display of the publisher's name under an advertisement of a book, or a list of books, is a form of general publicity for his business which in a measure fulfills another motive for his advertising. This form of ad-

A FIVE-FOOT SHELF of BOOKS

Selected by President Eliot, of
Harvard, will give any man the
essentials of a liberal education.

A FIVE-FOOT SHELF OF

THE WHIRL

Just the Novel for Summer Reading

by **FOXCROFT DAVIS**

will give any bookseller the essentials of a
liberal display of just the kind of summer
fiction that the summer reader wants.

DODD, MEAD & COMPANY, NEW YORK

THE BOOKMAN, A Magazine
of Literature and Life



THE NEW INTERNATIONAL
ENCYCLOPEDIA

"A GOOD ADVERTISEMENT."

It has direct trade appeal with an additional element of timeliness that always gives zest to copy.

vertising sometimes brings a manuscript from a new author, who in his accompanying letter states that he is sending the manuscript because he has seen the publisher's advertisement of books of similar character. To reach the new author it is, of course, wise to use such mediums as are most likely to attract his attention. Of such mediums the literary magazine should be first.

To sum up, it would appear that when immediate results in a specific locality on a book of popular character (fiction or otherwise) are wanted, the newspapers of that locality were pre-eminently the medium for advertising; but if it be desired to bring the merits of a book to the attention of an appreciative opinion-making class of persons in every part of the country, to create a national demand for a book of merit, to at the same time bring the strongest moral effect on the largest number of booksellers, and to please and attract the greatest number of authors, the literary magazines are of greater value to the publisher for his advertising than are the newspapers, though no thorough campaign can disregard either medium.

THE PSYCHOLOGY OF ADVERTISING.

WHAT THE PUBLISHERS' WEEKLY has had to say lately on petty dishonesty in retailing is only reiterating in new form what is being said everywhere by those expert in retailing methods. Take the very subject of retail advertising.

"Of course, there has always been a psychology of advertising," as the *Detroit News* said editorially recently; "that is, men have always known better than to advertise furs in July or fly-screens at Christmas. But the new psychology has laid stress on frankness, honesty, serviceability. It has recognized the principle of confidence and friendship, and no one makes a man a friend by taking his money under false pretenses. These are days when the wise merchant will tell you that the eggs are "storage," that the table is cherry and not the mahogany it is stained, and that the price you are willing to pay will only purchase a second-class article, but that he has as good a second-class article as you can get anywhere. It pays to be honest, simply because human nature resents being cheated. There is one merchant who should never advertise—the dishonest one; he will last longer if he doesn't; people will find him out at once if he does. The best business persons in this city are not the men who earn the money, but their wives who spend it. You can get the status of any firm in the city by making a round of the kitchens. Whenever you see a successful and important business you need not hesitate to pronounce its advertisements honest. They have to be, else the blood of trade would cease to circulate up and down the aisles of the store. A circus sideshow may successfully advertise a fake for one day, but not the merchant who expects to occupy his store next year. Advertisements are not read and forgotten; their statements are kept

AN INCIDENT OF THE Booksellers' Convention

SECOND SESSION

SPEAKER "There is no difficulty in getting \$1.35 for net fiction if it is good. I have a book in mind this spring, by an unknown author, priced \$1.35; but it went by sheer merit—"

VOICE "The Rosary?"

SPEAKER "Yes, 'The Rosary.' I've re-ordered three times. It's been about the best selling book I've had this spring."

(Murmur of "That's Right!" and affirmative applause from convention.)

THE ROSARY is selling.
How about your stock?
G. P. Putnam's Sons

"ONE OF THE BEST ADVERTISEMENTS NOTICED."

It catches a fleeting chance for real publicity and nails it fast. It appeared in the Convention Number of the WEEKLY.

in mind until the purchased goods have justified their description.

"The psychology of advertising is of a piece with the psychology of salesmanship. There is a method of salesmanship which makes a customer buy, and there is a method which assists him in buying; the latter wears and wins. One man remembers pausing before the windows of a store in which many painted signs told him all the books therein displayed were for sale at greatly reduced prices. Among them was a set he dearly wanted—it had long been a battle between those books and his purse. At last the purse had found its conqueror in those half-price sales. He entered the store, the glow of possession already warming his mind. But he didn't reckon with the contempt in which a particular clerk held impecunious book buyers. Indeed! and did he think the price of *that set* was reduced? The man could only murmur that he had so read the signs. Well, he is a bashful man and the clerk bullied him into taking the set at a price he could not afford. The man buys books frequently now, but he always goes to another store where there are no memories of deceptive signs and superior clerks. Now, the science of advertising and salesmanship may be written in many lessons, but this needn't contain all."

"A fair salesman can do better with an advertised line than a good salesman can do with an unadvertised line. Why? Because advertising alone and in itself is a positive selling force."

HOW BOOKS MIGHT BE ADVERTISED.

A criticism by J. GEORGE FREDERICK in
"Printers' Ink."

IN 1909 there were published exactly 10,901 new books in the United States.

Contrast this total with that of 3900 in the year 1862 and it will be seen that by no means three times as many books are now offered for sale as there were *half a century ago*.

A number of hypersensitive folk who profess to be the bearers of the sacred torch of literary tradition are certain that far, far too many books are being published nowadays; that authorship has become commercialized; that books are advertised like soap, etc., etc.

To be perfectly candid, the book publishing business never has, nor never can, primarily be anything else but a commercial proposition. I propose here to show that the ills and drawbacks of book publishing, from both author's and publisher's standpoints, have all arisen from a *deviation from strict and intelligently aggressive commercial methods*; and that the wider adoption of modern selling and advertising methods will greatly widen the book market.

Book publishers (like so many other classes of business men) vow that their business is absolutely unlike any other known. Each book makes us start all over again, they say; whereas, if only we were selling *soap*, we could advertise a trade-mark name and pyramid a great heap of profitable sales and prestige in time. Alas and alack! however, we sell ephemeral books, and authors are the most touchy, unreasonable creatures on this muddled sphere. Just as we have succeeded in building up a fine demand for a new author's books, he takes a broncho-buster position on his Pesagus, and what with his commands for more royalty, more advertising and more free tickets to Europe, with the stony trade conditions on the other hand, we poor publishers sleep uneasily on a gambler's pillow. James Bowden, the English publisher, says Monte Carlo is a tame game after book publishing.

All of which is a tale of woe that fundamentally resembles, with almost dull sameness, the tales of woe of other manufacturers of merchandise. The envied and admired soap advertiser has the woefulest tale of all, and no doubt he thinks book publishing a kingly cinch beside his problem of holding a soap-fickle public and preventing price-cutting and substitution.

There is no attempt on the part of intelligent publishers to conceal the fact that the book business seems in an unsatisfactory shape, particularly with relation to advertising. Henry Holt, John Lane and others have written and spoken of it frequently; and how to make advertising of more value seems to many of them an interesting but almost hopeless task.

Like many other selling problems, the root of the trouble with pushing the sale of books goes deeper than copy and pictures—it lies in the trade conditions themselves, and when the trade conditions in the book business are examined they will be found such as to make

any modern merchandising and advertising man feel sick.

What would any self-respecting soap or shoe or automobile manufacturer say to a system of prices which marks one price boldly on the article, and nevertheless sanctions retail selling everywhere at a price *almost a third lower*?

What would any aggressive manufacturer of specialties say to a proposition to accept as law the dictum that a good special article he produces "has a selling life of only three months" (as John Lane says average books have)?


What manufacturer who knows retailers would expect much from them in pushing his goods if he made only a couple of thousand of an article and figured out that he could afford to spend for advertising only a small percentage of the expected returns from this limited output?

What live manufacturer of special goods

Ready About April 18th

TOUCHING SECOND

By JOHN J. EVERS (King of Second Basemen)
and HUGH S. FOLLERTON (the Great Baseball Writer)



THE story of "Inside Play" in the Big Leagues. Fully explaining the science, development and mathematics of the National Game.

**BRIGHT
CLEVER
READABLE**

Full of anecdotes of the great players and "star" plays.

A book for every "fan" and every player. 16 half-tones and many diagrams, etc.

12mo, cloth, decorated.

Price, \$1.25

TOUCHING SECOND is sure to sell. Advance orders (taken by our salesmen with nothing to show but a rough proof of cover) are big. **ORDER NOW**

REILLY & BRITTON
PUBLISHERS
CHICAGO

"A GOOD ADVERTISEMENT OF THE ILLUSTRATED
DISPLAY TYPE."

Not distinctively a trade advertisement, however. How much stronger would it have been if headed in type, only a little less conspicuous than the book's title:

**28% of Your Regular Customers Are
Baseball Fans!**

Figure out how many copies you will sell of, etc.

And the first title chosen for this book was better than this one. "Touching Second" sounds like the title of a baseball novel.

tries to figure his advertising appropriation within a small percentage of the gross cost of the first few thousand manufactured?

In every line of manufacture the basis of operation is a belief in a knowledge of the acceptability of the article. Few meritorious articles fail when properly exploited and properly handled with the trade. Not so with books. Although a publisher absolutely knows in many cases that a certain book is a fine piece of work and intrinsically interesting, he usually sets out as if expecting failure. He throws his hook in the water and waits for a bite. If the bite doesn't come in a very short time, he sighs and goes away to try something new. In other cases he puts out a book by some well-known author which he knows perfectly well is poor stuff. He publishes it to satisfy the author and perhaps to make a few paltry dollars (or lose them).

The trade-mark value of a publisher's im-

print is very much underestimated by book publishers. They have so long bowed to the supernatural, all-engrossing "genius" of famous authors that they refuse to count their own name as important, except in the case of unknown authors. Discriminating readers are influenced to-day by a publisher's imprint, and would be vastly more so if publishers would take greater pains to produce only something good, and refuse to produce the hasty, poor work of well-known authors. If, instead of producing many mediocre books, they were to produce only such as satisfied them thoroughly, and then push these books with stronger merchandising vigor, refusing to take any immediate lack of interest in a book as a final verdict, fewer good books would go unappreciated, more of them would be published, and more money would be made publishing them.

Just view for a moment the *modus operandi*

of the present book-selling system: a publisher puts out a group of new novels, sends them to the trade with a few feeble advertising helps, and waits. It is all then in the dealer's hands. The dealer—usually a brashly commercial man with little sense of literary values—is the prey of hearsay, prejudice and temperament in his pushing of books. He watches the bulletins of "best sellers," and plays up his books accordingly—forgetting that the "best seller" bulletin is largely the result of the blind leading the blind, with the public following quite as much as leading. The dealer leans on the publisher, and the publisher leans on the dealer—and nothing usually happens. The dealer and perhaps the publisher place too much confidence in the "best selling" reports. The "best seller" for 1908 was "Lewis Rand"—yet who hears much about it—or heard much about it then? Twenty-nine books were in 1909's list of "best sellers"—only about five are widely acknowledged as good—and none of these was at the top of the list!

Observe that in the usual book promotion efforts at present there is *not one serious capable effort* on the part of dealer or publisher to do *educational promotion*, such as is constantly succeeding in creating a demand for other merchandise. Wishy-washy reviews are quoted, general statements made and loud claims



What would *you* do if you were in "Julia's" place?

"Her fine eyes shot with a million troubled meanings from her cornered spirit . . . for, though he stood there magnificently ignorant of it, this woman was facing her earth-and-sky-quaking crisis.

"Her mind lashed like a shuttlecock between a picture of this man and what he represented, and her hard, yes excruciatingly intolerable situation. If she married him, those she loved would be safe, but life would become as a horizonless desert for her. Sacrifice, sacrifice! the word that had clutched her like an Old Man of the Sea for years uncounted: Was it right? Was it sound? Was it inevitable?"

How is "Julia" going to meet her crisis? Her experience is packed with more excitement than a tale of knightly adventure—and you'll find it striking deeper into your interest, too, for Julia is a live woman of the modern world in which you, too, move and feel. It is one of the books that has passed our "crucible test" for fiction—it had to absolutely absorb 25 varying kinds of people. We publish no fiction that fails in this test. \$1.00 everywhere.

DUNLAP, PIERCE & BROS., Publishers

"AN IMAGINARY ADVERTISEMENT FOR AN IMAGINARY NOVEL."

Mr. Frederick's Suggestion in "Printers' Ink."

of "best selling." Such advertising is on the plane of old-time breakfast food advertising—which is now admitted to have been gambling. At no point in most present book promotion is there concrete effort made to *show the goods*. A book is simply a mechanical container for ideas, human interest, entertainment. It won't do to play up the *container*—the cover—or even the illustrations; neither will it do to generalize about them, or quote reviews, which few respect.

Why not give direct vivid mental presentation of the ideas and interest in the book, whether it is a novel or treatise? Behind every novel is an *idea*, a *character*, a *situation*, the truth and vitality of whose human appeal and treatment are what will make sales. A reader's interest in a novel is stirred in proportion to his ability to put *himself* in the hero or heroine's place. That is the keynote of his interest. As it now stands, only those books succeed which have such qualities in large enough measure to make those who are lucky enough to discover them *talk about them*. It is a fact that nothing sells a book so fast as when people mention it to one another as having interested them. Gerald Duckworth, an English publisher, says, "Let people talk about a book I publish and I'll sell 10,000 copies very soon." This is a terrific slam on present-day book advertising, which fails because its general assertions have no force, because it gives no real conception of a book's interest.

Most book dealers will not do this educational advertising for a good book, for the same reason that most dealers in other lines of merchandise don't. It is up to the *manufacturer* to stand by his merchandise and educate the public to appreciate it.

All this is not by any means ignoring the art factor in books, which makes it hard to predict taste. But there is a certain point of merit at which it is almost certain that a good-sized public will enjoy a book. Books which reach this point are safe, and the rest is a matter of proper promotion. The gambling comes into publishing in the determining whether a book *reaches* this point, not whether the public will take it up or throw it down. If more publisher's readers were as keen in sensing public taste as a small number of magazine weekly and newspaper editors are, there would be less gamble in book publishing.

The magazines are providing an object lesson to book publishers, both in finding and *developing* authors, and in forceful advertising and masterful trade policies. The monthlies have a circulation per issue of 64,306,155, according to the 1905 census. Things have come to such a sorry pass that its publication in a magazine often is the chief reason for a novel's issuance in book form. Lacking advertising, it will be remembered, Dickens and Wilkie Collins assured the fame of their stories through publication in *Household Words*. Yet, with the wonderfully effective modern development of advertising in the remarkable mediums of to-day at their command, book publishers are failing to extend their market in keeping with their possibilities.

Gordon Selfridge, formerly with Marshall Field, and now famous for his London department store, is keen enough to appreciate the need for better book advertising. He says:

I believe the gross profit in books comes in volume as it does in everything else. Whether it is laces or silks or books, give it reasonable publicity and we will perhaps cover our first gross cost, but after that profit accumulates at a rapid pace. Therefore, that book which has sold 1000 or 5000 copies and has covered cost represents to author, publisher and merchant a greatly increased percentage of profit as the numbers increase beyond that point. I, therefore, believe that thorough advertising of books, like the advertising of anything else, will increase the public demand for them, be the public indifferent or otherwise. England, with her tremendously aggressive soap advertisers, has caused the quantity per capita used in this empire to be greater by double, treble or quadruple of that used in any nation in the world.

We introduced a book the other day, with a reasonable amount of publicity, and in six weeks sold 10,000 copies. It is simply publicity plus the fact that value is there.

Book publishers will have to come more and more to a keener use of advertising. Many think book advertising is valueless because it has not sold 100,000 of a mediocre book they published. That has succeeded only once or twice—"When Knighthood Was in Flower" is an example; and attempts to repeat this have been disastrous. Good goods is a primary commercial requisite and no advertising can set it aside.

It is absurd to say that an excellent novel cannot find more than 3000 readers (which is the limit for many, if not the majority, of excellent books published). In a country like this, with a per capita wealth of \$1419, with an average of sixty-eight days' public schooling per capita and an illiteracy of only 10.7 per cent. (all of which is far in advance of any other country) what excuse but poor advertising is there for a good novel selling but a few paltry thousand? What excuse is there for a splendid, universally-appealing novel to sell only 50,000? *Millions* of copies of standard non-copyright books are sold to-day, why not hundreds of thousands of a gripping novel, now and then? Such novels are *being written*, but without the advertising that would properly present them, and without the educational advertising that would get more people in the habit of buying novels, they die a premature death. Thousands of people are asking each other about good books, but hate to buy on the stereotyped appeal of the average book ad.

The public, naturally, has come to look on book publishing as a price-jockeying game, especially since Macy's, New York, is crying out against the "book trust," and selling new \$1.50 copyrighted novels at 98 c. There is no well-thought out price maintenance policy in force, as this demonstrates.

The American Publishers' Association sends out at Christmas time a series of ads boosting books for gifts, which the dealer is asked to run at his own expense. They are pretty weak efforts, and few dealers run them. Why not put some thorough-going advertising and dealer co-operation ideas to work on the book business?

There is every indication that such methods would bring wider bookselling success.

HOW BOOKS MIGHT BE ADVERTISED —AN ANSWER.

BY GEORGE H. SOULE, *Advertising Manager*
Frederick A. Stokes Company.

THE author of "How Books Might be Advertised" begins by the statement that the wider adoption of "modern selling and advertising methods" would remove the present drawbacks of the publishing business. In other words, he proposes to apply principles generally successful to a special branch of commercial activity. In order to do such a thing with profit it is necessary to have well in mind, not only the general principles, but the requirements and idiosyncrasies of the case in question.

It is, therefore, unfortunate that his first move is to sweep aside as an inconsiderable "tale of woe" the fact that the publishing business is different from other businesses—a fact which publishers are forced to consider in the practical management of their affairs. All businesses have points of difference as well as points of similarity, and an intelligent appreciation of both is necessary to bring about desirable results in applying the experience of one to the practice of another. To say this is not to say that the publisher "envies and admires" the advertiser of soap; probably few do so.

It remains true that books are many and that most books are ephemeral. To forget these difficulties is not to overcome them. The problem is not to build up the name of a brand, but to obtain the maximum margin of profit from each individual book or publishing venture. It is not good sense, therefore, for a publisher to advertise each of the books he issues as if his entire capital were invested in it and the returns could be made to extend over a long period of time. The choice of those books which will bear unusually large advertising expense is the essential quality for the successful advertiser of books. It would be more foolish for a publisher to embark on a costly "educational campaign" to extend the life of many of his books than it would be for a magazine owner to risk his all on an educational campaign for one number of his periodical—ininitely more foolish, for it has been proved that good advertising of one issue of a periodical helps to sell the following issues. Other books, however, will respond to a considerable degree, and it is on sufficiently daring treatment of these that large profits are often made. The fact that the advertising appropriation allowed by the sale of even 100,000 copies is small compared to those sometimes expended by one-product manufacturers may have allowed such campaigns to escape Mr. Frederick's attention.

All these principles must be obvious to the readers of THE PUBLISHERS' WEEKLY, and it is hardly desirable to elaborate them further, as the object of the writer is not to rebut the contributor to *Printer's Ink*, but to see what benefit may be derived from his suggestions.

Laying aside, then, all the advice which is corollary to the fundamental misconcep-

tion just noted, we find other opinions which can be treated more positively.

Mr. Frederick has much to say in favor of the commercial value of "meritorious" books and the effectiveness of pushing them courageously. Most publishers will heartily agree with him that meritorious books should be published and advertised confidently, but all will insist on his definition of the word meritorious. Does it mean salable? If so, his statement is true, but obvious. If salability is not the quality referred to, there must be a judge, and commercially speaking, there are as many judges as there are readers. We must poll the court, and the result is tabulated in the sales ledger. If we do not accept the popular judgment, however, but "critical" opinion of varying shades, "merit" has no commercial value. If the critic happens to agree with the public his judgment is upheld commercially, otherwise not. The problem, therefore, remains as before—to find and advertise the book that will appeal to the popular taste. The question of absolute "merit" has no bearing outside the realm of æsthetics. Publishers often issue books supported only by their own critical opinion; but in such cases they cannot expect to find readers other than those who have tastes similar to their own. A national educational campaign for George Meredith, to take a concrete example, would be likely to be about as effective as the same kind of a campaign for rare violins.

The suggestion about trade-mark advertising analyzed to its helpful germ is this—publish only books which are the best in their class; or, if you wish your imprint to be a trade-mark for a particular class of books—publish only that kind. It may be true that intellectual people of literary taste look to a certain house for their kind of book; if so, the imprint is a definite commercial asset. It may be equally true that the trade looks to another house for the publishing of salable novels of a certain stamp; if so, that imprint is also of value. But the advertising of an imprint broadcast as signifying generally "meritorious" books would be not only ludicrous but pointless; there are more kinds of books than there are of bacon, and there is by no means so universal a standard of judgment. That an imprint has a trade-mark value is growing to be more generally recognized than previously; but it is not true that it can be utilized in anything like the way a soap manufacturer's trade-mark can.

Mr. Frederick's remarks about copy are more directly helpful. To "show the goods" with not too much bare praise is indeed a worthy aim for the book advertiser, and it is accomplished nowadays more often than the casual observer might think. Copy which catches the reader's attention, gets the heart out of the situation and stimulates the interest, is difficult to write—but most publishers are trying to do it. To present much evidence and opinion that a book is a "great novel" may sometimes be successful, but a firm which regularly advertises a "great novel" once a year must put a tax on the public's

credulity, which in the end injures not only its own advertising effectiveness, but that of others.

It is unfortunately true that the public places little confidence in reviews—less, probably, than they deserve. The trouble with most reviewers is not dishonesty, but carelessness. Talk about a book is almost necessarily dry talk to the man who has no professional or artistic interest, therefore only very clever writers can produce really stimulating reviews.

Yet, in spite of anything that may be said, there is undoubtedly great opportunity in publishing, for constructive imagination, for well-founded confidence, for fresh ideas and more logical development of old ones.

Mr. Frederick's article suggested certain questions (not by any means new), which seem worthy of more keen consideration by publishers, and in conclusion they are here stated for what they are worth:

1. Can there not be a wider scale in the price system to correspond with the varying appeals of books? A novel by an author who has come to be recognized as an expert but who writes for a limited circle might be found to bear distinctly higher price under a new commercial order which would recognize the contents as well as the mechanical structure of the book as affecting the value.

2. Would not an organized attempt to raise the standard of book criticism result advantageously?

3. What intelligent and coherent use can book publishers make of that great new reading public developed by cheaper magazines and newspapers?

"It is only when good-will is ripe that it takes the form of action; yet the farmer who neglects the growing fruit would be classed in folly next only to him who does not plant at all. When your wife 'phones her grocer that Up & Doing on the next block keep the article in question, U. & D. are in a fair way to realize on some good-will they have planted but never saw ripen before. It seems natural to expect every advertisement to have quick, tangible results—but it won't.

DOUBLEDAY, PAGE & COMPANY LAY CORNER-STONE.

ABOUT three hundred of Doubleday, Page & Company's New York City publishing friends were their guests last week Friday at the laying of the corner-stone of their new publishing building, "The Country Life Press," at Garden City, L. I., in the Queens Boro suburbs of New York City.

A special train carrying the party left Long Island City at 4 P.M. The corner-stone ceremonies were, like all the afternoon's entertainment, delightfully informal. Ex-President Roosevelt, the guest of honor, made a short address. In introducing "our neighbor, Colonel Roosevelt," Mr. Doubleday remarked that early last spring "we made up our minds that it was about time for us to have the courage of our magazine's convictions, and move into the country."

Colonel Roosevelt said in part:

"I felt that I ought to come out here and wish success to this venture, not only because of the high regard in which I hold the men who are doing it, but because I feel that it is so important more and more to spread the city work out into the country regions. I feel that everything that tends to spread the

THE ASHES OF LOVE

... BY ...

CHARLES GARVICE,

The Matchless Magician of Fiction.

UNPARALLELED IN INTEREST!

**UNEQUALLED IN ITS
THRILLING SITUATIONS!**

Unsurpassed in Dramatic Intensity this Marvellous Story of Love, Passion, Mystery, Intrigue and Adventure Holds the Reader Spell-bound.



From the pastoral beauty and palatial mansions of a northern clime, we follow hero and heroine, with breathless interest, to the sun-scorched veldt and arid plains of Southern Africa.

On two continents we watch the battle between VITRUE AND VIL-LAINY—HONOR AND RASCALITY—JUSTICE AND KNAVERY.

By the magic art of the author we are transformed from mere readers, and become actual participants in a life drama of tremendous interest—a drama which stirs every fibre of our being and sends the blood coursing like a mill-race through the tense arteries of a spell-bound body.

THE CONVENTIONAL SCORNE! THE COMMONPLACE SPURNED!

New Faces! New Types! New Scenes! New Thrills!

SEIZE THE GOLDEN OPPORTUNITY HERE AND NOW!

Don't Procrastinate! Don't Delay! But Buy and Sell this Stupendous Masterpiece of Matchless Fiction.

RETAIL PRICE, 25 CENTS.

The Ashes of Love has just been issued as No. 56 in our Railroad Series. It contains nearly 450 pages of solid reading matter, printed in large type on good quality of paper, bound in paper covers with attractive cover design in two colors. Retail price, 25 cents. Liberal discount to the trade.

A BONA-FIDE BOOK ADVERTISEMENT FROM A WELL KNOWN
DOWNTOWN PUBLISHER.

population as it becomes congested in the great cities, everything that gives more chance for fresh air to the men, the women, and, above all, to the children, counts for just so much more in the development of our civic life. (Applause.) . . .

"And I feel that this should be particularly so with a magazine dealing with country life. That magazine ought to practice what it preaches; when it preaches living in the land it should come as near doing it as possible.

In closing he added: "Now I didn't intend to come here and make an address, and I especially didn't intend to preach to you, but you see I have dropped into it (laughter), without fully intending to. And so I shall refrain from saying what I should like to say about the bringing up of children (laughter) and other kindred subjects. (More laughter.) I heartily wish you well." . . .

A benediction was pronounced by the Right Rev. Bishop Burgess, of Garden City, after which the guests were invited to inspect the building. The latter is of brick and reinforced concrete, and is so constructed as to provide the maximum of light and air to the thousand men and women who will be employed. It is two stories high, with a huge light basement, and forms three sides of a rectangle, with windows in abundance. The entrance is to be an arched opening of large size, looking into the court which will be planted as a garden, with a fountain, gravelled paths, laurel and evergreens.

The entire establishment is to be known as The Country Life Press. The grounds

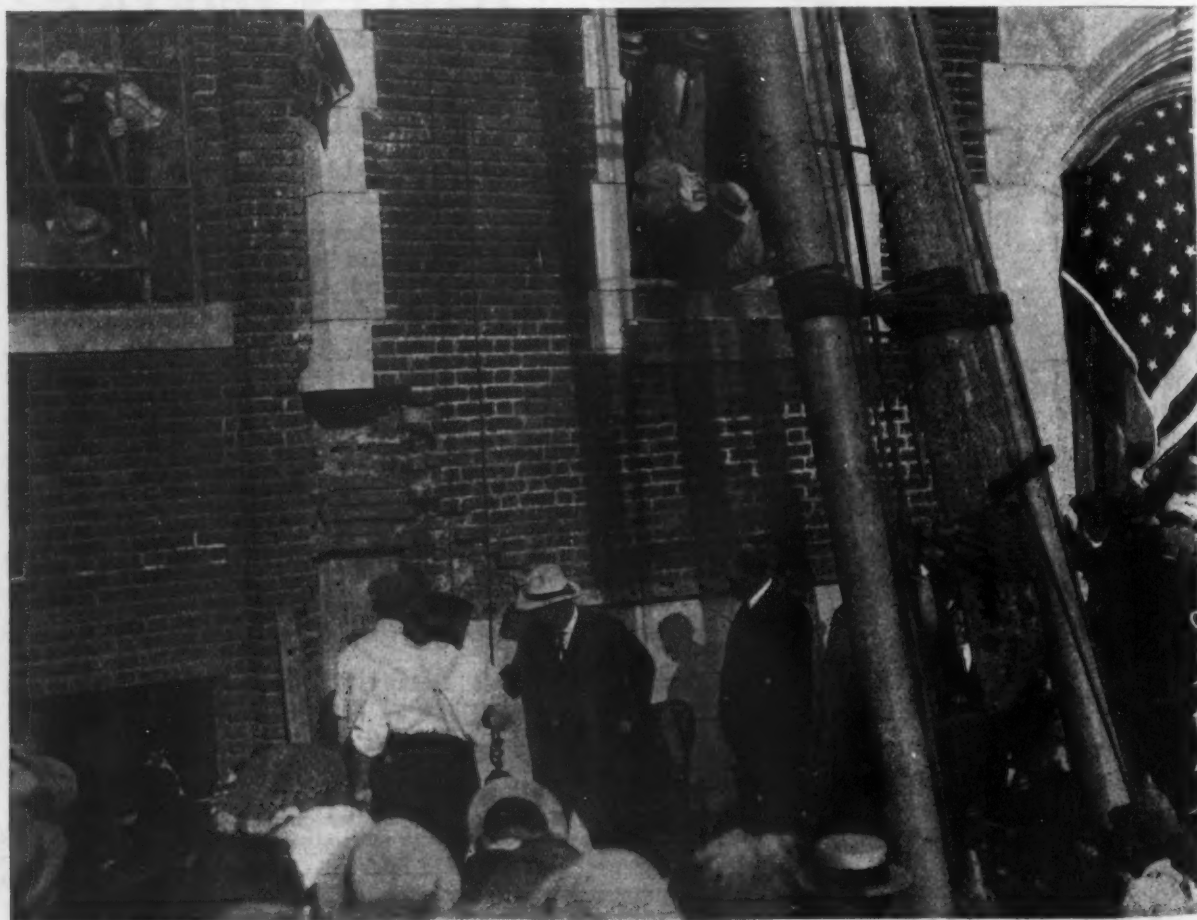
stretch for a half mile along Franklin Avenue. The trolley line from Mineola to Brooklyn extends in front of the plant. A formal rose garden and model vegetable plots are to be laid out, the latter being designed to exhibit ideal lay-outs for gardens of different sizes. There will be a wild garden, a pinetum, a shrub belt planting with cross walks and a collection of different kinds of orchard trees.

After the inspection of the building the guests were taken by the same special train to the Aviation Field at Garden City, where some interesting exhibitions of flying were given by Hamilton, who made the New York-Philadelphia flight; Harmon, Baldwin, Wilcox and other well-known aviators.

Harmon flew almost continuously. Hamilton, going up in a new Curtiss biplane, went out of sight over the rim of the horizon, returning straight as an arrow a quarter of an hour later. The spectators even had the additional thrill of an accident, Wilcox, the young Columbia student, who is still an amateur in flying, falling with his plane over fifty feet. His plane was wrecked, but he escaped without a scratch.

Late in the evening, after the flying, the party were taken to the Garden City Hotel, where an excellent dinner was served them as the guests of Doubleday, Page & Company. It was 10:30 when the special train reached New York.

On the next day, Saturday, Clifford B. Harmon flew twenty-five miles across Long Island Sound from Mineola, L. I., to Greenwich, Conn., winning the beautiful "Country Life



EX-PRESIDENT ROOSEVELT LAYING THE CORNER-STONE OF THE NEW DOUBLEDAY, PAGE & COMPANY BUILDING AT GARDEN CITY, L. I. MR. DOUBLEDAY IS DIRECTLY BEHIND COLONEL ROOSEVELT.

in America" trophy offered by Doubleday, Page & Company for this flight.

RARE SHAKESPEARES SOLD.

THE first four folios of Shakespeare from the library of the late Dr. Gott, Bishop of Truro, which sold at Sotheby's, in London, the other day for \$14,780, are the same copies which realized \$19,250 at the original sale in the same auction rooms of Bishop Gott's literary treasures in March, 1907. At that time the four folios were bought in by the Gott family, presumably because the bidding did not go as high as was expected. The four folios at this recent sale were disposed of by the bishop's son, W. M. Gott.

It is said that this falling off in the public market value of these Shakespearean rarities is due to the fact that so many copies of the first folio have appeared in the present book auction season. It was only a few days ago that a first folio sold at Sotheby's for \$10,000, the same copy a few years previously realizing in the same rooms \$12,200.

The record price for a first folio London, 1623, is \$18,000, obtained at Sotheby's three years ago for the Van Antwerp copy. Although the edition is believed to have consisted of 500 copies, of which 200 survive, less than twenty copies are perfect. Bishop Gott's copy, slightly imperfect, brought \$9000, or one-half as much as the Van Antwerp copy. The Gott second folio, London, 1632, which also had a few imperfections, fetched \$1050.

The bishop's copy of the third folio was the interesting and very rare variation bearing the 1663 imprint, and, as originally issued, without the portrait and the seven spurious plays, although these latter had been inserted. Many collectors consider this as equal in rarity to the first folio. It brought \$4350. The fourth folio, printed in 1685, realized \$380.

ROOSEVELT'S "AFRICAN GAME TRAILS."

THE publication of "African Game Trails" marks the completion of a plan that Mr. Roosevelt had had definitely in mind for several years. As early as the winter of 1906 he discussed the possibility of it, and from time to time he consulted the leading authorities on hunting in Africa until he had, in the latter months of his presidency, formulated a plan which he carried out to the letter.

The author planned and achieved a great gift to the nation, the importance of which will only be fully realized as the years reveal the completeness of the collection which the expedition that he commanded has furnished to the National Museum at Washington. Ten years later, a leading authority has said, such an expedition and such a collection will be impossible because of the rapid advance of settlers who drive out the game. Through the agency of Mr. Roosevelt and the generosity of certain friends of his who backed the scientific side of the expedition, the National Museum will have a collection of the

large and small game of Africa that will be unique in the world.

His method, with some variations, has been to make each chapter an expression of the life and surroundings and habits of some one species of great game, with much incidental information about the small game, trees and plants and landscape in the midst of which that particular species makes its home. The human interest is never lacking. The life of the safari, the barbaric and simple-hearted natives who win his real liking, the settlers on the outposts of progress who remind him of his early days in Wyoming, the hardness of the struggle and the charm of it—all these, woven compactly in forceful, direct language, make of the narrative a never-to-be-forgotten series of pictures.

The world-wide interest in this book is shown in the fact that it will appear in England, France, Germany and Sweden in the respective languages of those countries, and inquiries have been received from Spain, Brazil, Japan and other nations with a view to reproducing the volume there. The publishers have prepared for the United States four separate editions, the *Library edition*, *Subscription edition*, *Limited Autograph edition* and *Elkhorn edition* to be added to the complete uniform set of Mr. Roosevelt's works published by the Scribners.

The *Library edition* of the work is printed on fine, soft, woven paper and enriched with fifty full-page illustrations chosen specially by Mr. Roosevelt. There are eight photogravures from drawings by Philip R. Goodwin made after the suggestions of the author. There is a complete map of the route as outlined by Mr. Roosevelt, and the rest of the illustrations are from photographs by Kermit Roosevelt and the scientists of the expedition.

BOOK PUBLISHING IN CEYLON.

VICE-CONSUL CHESTER ARTHUR DAVIS, of Colombo, referring to literary activity in that British island colony, says that during 1909 422 books, magazines, etc., were printed and registered in Ceylon. Of these 245 were in the Singhalese language, 106 in English, 43 Tamil, 7 Pali, 4 Sanscrit, 2 Arabic and 15 Polyglot. Educational books account for over one-fourth of the total, followed closely in number by religious publications.

OBITUARY NOTE.

THE many friends of Frank Kennicott Reilly, of the publishing firm of Reilly & Britton, Chicago, will be pained to learn of the death of his wife, Cora Stone Powers Reilly, on August 6. Although an invalid for many years, Mrs. Reilly was always cheerful and was greatly beloved by a host of friends.

PERIODICAL NOTES.

THE English *Bookman* devotes a large portion of its August number to William De Morgan, illustrating A. St. John Adcock's biographical and critical chat with a collection of illustrations from photographs that will interest every De Morganite.

A MAGAZINE to boom the Northwest may be started shortly in Seattle. Prominent men of the section are reported to be backing the project, which will be in keeping with a publicity campaign which is now being considered by the Seattle Commercial Club. L. W. Hill, president of the Great Northern Railroad, and H. R. Williams, of the Chicago, Milwaukee and Puget System, are reported as among those interested in the magazine idea.

A NEW magazine, to be called *The International*, B. Russells Hertz, formerly publisher of *Moods* and recently of the *Forum*, editor, is announced for publication this season. Richard Le Gallienne will act as contributing editor, while other contributors to the new periodical will be Edwin Markham, Reginald Wright Kauffman, James Oppenheim, Herbert H. Everett, formerly editor of *Van Norden's*; George Sylvester Viereck, Alexander Harvey, of *Current Literature*; Michael Monahan, editor of *The Papyrus*; Louis Edwin Van Norman, of *The Review of Reviews*; Henry James Forman, of *The North American Review*; John Butler Yeats, Rose Strunsky, Ludwig Lewisohn, Clinton Scollard, Hudson Maxim, the inventor, and Crystal Eastman, of *The Survey*. The magazine will contain paragraphs on events in the fields of politics, science, art, literature, the drama and music all over the world, and in almost every number will be published a play either translated from one of the great foreign dramatists or else being produced in America at the time of publication. There will be a page of "Paradoxographs" by the editor, and short articles on "Men and Women of the World." Among the plays for the coming year in *The International* are "Brother Crampton," by Gerhardt Hauptmann, which appears in the first number; "Aglavaine and Selysette," by Maurice Maeterlinck; "Lulu," in two parts, by Frank Wedekind; "The Incubus," by Eugene Brieux; "The Chosen People," by Chirikov; and "Hours of Life," by Arthur Schutlzler. The magazine is to be published from the offices of the *Tourist Magazine* in the Mar-bridge Building.

PERSONAL NOTE.

R. H. MERRIAM, of the McDevitt-Wilson Book Shop, New York City, was married Monday at Jersey City to Miss Helen M. Tiffany.

LITERARY AND TRADE NOTES.

H. M. CALDWELL COMPANY have prepared even more than their usual quota of distinctive holiday books. All their successful series have been put into covers of entirely new designs, "up-to-date" as ever, and many new series will compete with the old favorites.

ACCORDING to the statement of Miss Ina Coolbrith, the California poet and writer, Carmen Sylva, Queen of Roumania, is travelling incognito to San Francisco. Carmen Sylva, who is the literary celebrity among the royal personages of Europe, is expected to arrive not later than October.

JUSTIN HUNTLY MCCARTHY's novels, two of them, will be seen on the stage as plays this coming season, both to be produced by William A. Brady. They are "The O'Flynn" and "The Illustrious O'Hagan." Sir Herbert Tree has already appeared in London in "The O'Flynn," which was published this spring.

FROM the press of Jennings & Graham, Cincinnati, will shortly appear "The Spiritual Sense in Sacred Legends," by Edward J. Brailsford; "The Aims and Methods of Great Teachers of Judaism and Christianity," by Charles Foster Kent; and the "Methodist Year Book, 1911," edited by Oliver S. Baketel.

THE first "Napoleon" book of the autumn will be Tighe Hopkins's "The Women Napoleon Loved," in which this painstaking and talented English author has, after assiduous research, set forth Napoleon's relations with the other sex. The book, adorned with six photogravure portraits, will be imported and published by Little, Brown & Co., Boston.

THOMAS Y. CROWELL & COMPANY will publish at once "The Durable Satisfaction of Life," by Charles W. Eliot, a book of charming essays full of the author's wonderfully sane and sweet philosophy, eminently practical in its sturdy and simple reasoning, and a wholesome reproof to those who have come to put too much stress upon the relation of material possessions to happiness.

GINN & COMPANY have ready "Shop Problems in Mathematics," the first book to emphasize properly the important relation of mathematics to manual training. The problems of this book are practical applications of the processes of mathematics to the regular work of the shop. Clear explanations of the mechanical terms common to shop work, illustrations of the machinery and tools referred to in the text, and hints as to short methods make the book an easy one for both student and teacher to handle.

FLEMING R. REVELL COMPANY have just ready "Little Problems of Married Life," by William George Jordan, secretary for the House of Governors, who wittily calls his book a "Baedeker to Matrimony." Mr. Jordan treats of the springtime of married life; the wife's settled income; pulling together through a crisis; the danger of summer separations; danger of growing apart mentally; the incubus of constant faultfinding; comradeship in married life, etc., and gives some most sensible advice in very attractive form. The book is neatly gotten up and would make a pretty wedding gift.

THE CENTURY COMPANY will have ready shortly "Magicians' Tricks," by Henry Hutton and Adrian Plate. The latter are well-known magicians, and the aim of this forthcoming volume, which will be furnished with 250 illustrations, is to teach the amateur "how to perform successfully tricks without number, tricks with cards, tricks with handkerchiefs, tricks with coins, paper tearing," etc. The would-be magician is told, also, "how to provide his clothes with the necessary secret pockets, how to manage the 'servante,' the

use of the wand, and, in fullest detail, the equipment for every trick and just how the finished result is to be obtained."

AN interesting matter has just been decided in an opinion handed down by the Supreme Court of Appeals of the State of Virginia. It relates to the validity of an agreement on the part of the Louisville & Nashville Railroad Company granting the exclusive right of placing advertising matter on the side doors of box cars. It was claimed that a railroad company chartered for the general purpose of transporting passengers and merchandise had no authority to go into the advertising business, and, even if it had such power, a contract giving an exclusive privilege and providing for carrying the employees of the advertising company free of cost would constitute a violation of the State statute prohibiting the granting of undue or unreasonable preferences. Both contentions were upheld by the court, and the contract was declared invalid.

THE OUTING PUBLISHING CO. will issue this fall a new book by Dr. Woods Hutchinson, "Exercise and Health," in which the author analyzes "the relation of exercise and health, taking up in detail the errors to which seekers after health and strength are prone, the effect of physical exertion on the heart and other organs, the danger of 'letting go' too soon in the matter of regular exercise, and the real basis and value of training as a necessary part of a normal, well-rounded life." The same house will publish a book by E. P. Powell, "How to Live in the Country." The country home with which the author deals in this volume is a small one, but his directions "show how a large life may be lived on a small acreage." The book aims to be practical and treats in detail of such subjects as the garden, the orchard, the lawn, the house, the stables, the animals, etc. There will be 24 half-tone inserts.

It is reported that General Baden-Powell, the originator of the Boy Scouts movement, is interested in a plan to publish a select library of books for boys, not the "goody-goody" sort of books, but stirring, clean books for manly and lively boys, books, in short, that come up to the Boy Scout ideal. There can be no doubt that the lads of to-day, and especially the lads of the less educated classes, are tempted with a good deal of pernicious fiction in which adventurous criminals are invested with a dangerous glamour, and their lawless exploits held up to admiration. To counteract the influence of this poisonous trash by the provision of attractive books of a decent tone is a most excellent enterprise, and there is every reason to hope that a very large measure of success will attend the new undertaking with which General Baden-Powell is allowing his name to be associated.

THE booktrade throughout the country will be interested to know that hereafter The Saalfeld Publishing Company, of Akron, Ohio, will control the *Billy Whiskers Books*, formerly issued by Brewer, Barse & Company of Chicago, now Barse & Hopkins,

of New York. The Saalfeld Publishing Company issued the first books in this series written by Mrs. Frances Trego Montgomery, of Chicago, but later the author gave several books of similar title to Brewer, Barse & Company. On the first day of January, 1910, The Saalfeld Publishing Company took over the plates of "Billy Whisker's Vacation," "Billy Whisker's Grandchildren," "Billy Whisker's Friends," "Santa Claus' Twin Brother," and "The Billy Whiskers Paint Book." All Billy Whisker's books have enjoyed a phenomenal success for many years, and The Saalfeld Publishing Company are to be congratulated on securing the control of the entire series.

A NEW publishing house has recently been established in New York by J. C. Witter and E. E. Kintner, under the style of Witter & Kintner. Mr. Witter was the founder and is still the president of the educational art publishing house known as J. C. Witter, J. C. Witter & Company, now The Witter Company. The works of this concern have been, from its inception some sixteen years ago, limited to the educational field, especially aids in the teaching of art and school-room decoration. Mr. Kintner has been associated financially with Mr. Witter in his publishing interests. The first publication of the new firm was an historical work relating to the Battle of Long Island, by Georgia Fraser, which proved such a remarkable success, for a book of its kind, that the firm has undertaken the publication of a novel of the same historical background and by the same author, entitled "Crow-Step."

B. W. DODGE & COMPANY announce an important book for fall publication, "The Autobiography of Thomas Collier Platt." These reminiscences, gathered together for book form just before his death, comprise in two thick volumes a complete record of the life work of the most eminent political boss of his period. There is little of his political life left untold; the influential leaders he made and unmade, the crafty methods by which he planned to make Garfield, Harrison, McKinley and Roosevelt Presidents, and Morton, Black and Odell Governors, and Roosevelt Governor and Vice-President, are disclosed in a unique and masterful manner. He frankly and boldly discloses national and state secrets hitherto only dreamed of, except by those in his immediate confidence; while his quarrels with Presidents Garfield, Hayes and Harrison, and Governors Black and Odell are candidly described. The volumes are edited, with addenda, by Louis J. Lang.

MRS. FLORENCE S. BARCLAY, author of "The Rosary," is about to visit this country, she being due to arrive in New York early in September. Although Mrs. Barclay makes her home in England, she has always kept in close touch with America, where she has a few near relatives and many friends. Among those who will greet her upon her arrival will be her sister, Mrs. Maud Ballington Booth. The last time Mrs. Barclay visited

this country was shortly before the publication of "The Rosary," and, coincident with her arrival this fall, will be published, under the Putnam imprint, her new novel, "The Mistress of Shenstone." In "The Mistress of Shenstone" certain of the characters that endeared themselves to the reader of "The Rosary" again make their appearance, in relations and under circumstances that instantly enlist the reader's sympathy. The solid welding of two natures through the power of love is presented with insight and dramatic force.

ACCORDING to the *Börsenblatt*, the Booksellers' Society of St. Petersburg has been dissolved by order of the Prefect after twenty-seven years of existence, the Society having taken the character of a syndicate. Its rules were sent for approval to the authorities in 1883; since that time no complaint or accusation has been made against its organization. Now it is accused by a Provincial Governor of imposing crushing conditions on its members in fighting for the abolition of discount to the public. Although competent authorities explained that the conditions made had as an aim only to stop underselling by the booksellers themselves, the judgment was maintained. At the same time the Booksellers' School, which has been opened for fifteen years, had to be closed and the only trade paper suppressed. It is to be hoped that the Government will intervene to re-establish the useful work of the Russian Booksellers' Society.

THE (Chinese) *National Review* calls the attention of English and American publishers to the fact that a recently promulgated Imperial Chinese Edict constitutes English the official technical language of that vast empire. In all schools controlled by the Government (and this means practically every educational institution throughout the country), English must now be taught and used in every connection involving the expression of technical ideas of every description. The era of development on modern lines has now definitely dawned in China, and facilities for western culture are in great demand. The (English) *Publishers' Circular* points out the great importance of this edict. China has a population of some 400,000,000. If but 1 per cent. of the people were affected by this enlightened measure the demand for educational *media* would still be enormous. The same paper adds that "English publishers of text-books and other scholastic accessories will do well to remember that they will be confronted with a most energetic propaganda on the part of their cousins across the Atlantic, who are already keenly alive to the possibilities of this enormous market."

IN an attempt to solve the question of what kind of books boys like best a request was sent to the library assistants in charge of children's rooms in New York City, asking them to make a list of the twenty-five books of fiction most popular among boys of 12 to 15 years old. The lists were made after careful consideration and without consultation, and represent very fairly the pref-

erence of the boys. The following are the twenty-five books: "Tom Sawyer," by Mark Twain; "Huckleberry Finn," by Mark Twain; "Cadet Days," by Gen. Chas. King; "The Adventures of Buffalo Bill," by Col. W. F. Cody; "Robinson Crusoe," by Daniel Defoe; "The Adventures of Sherlock Holmes," by A. Conan Doyle; "Treasure Island," by Stevenson; "Crimson Sweater," by Barbour; "Behind the Lines," by Barbour; "Jack Among the Indians," by Grinnell; "Halfback," by Barbour; "Fast Mail," by Drysdale; "Substitute," by Camp; "Pete: Cow Puncher," by Ames; "Ivanhoe," by Scott; "Captains Courageous," by Kipling; "Redskin and Cowboy," by Henty; "Story of a Bad Boy," by Aldrich; "Robin Hood," by Pyle; "Yale Cup," by Dudley; "Oliver Twist," by Dickens; "Monte Cristo," by Dumas; "Twenty Thousand Leagues Under the Sea," by Verne; "The Spy," by Cooper; "Kidnapped," by Stevenson.

A NEW English publisher, Martin Secker, begins business this fall with an unusually interesting initial line of publications. Of special appeal to American readers will be Joseph Clayton's "Leaders of the People: Studies in Democratic History," and "Edgar Allan Poe: a Critical Study," by the well-known critic, Arthur Ransome. Arthur Machen, considered by many a coming rival of Galsworthy in brilliancy of style, has "A Note Upon Ecstasy in Literature," under the title "Hieroglyphics," and G. S. Street has some new "Essays and Adventures." Besides these are: "An Adventurer of the Eighteenth Century: the Career of the Chevalier d'Eon de Beaumont, 1728-1810," by Octave Homberg and Fernand Jousselin, translated by Alfred Rieu, with many portraits and facsimile reproductions; "The Feminine Influence on the Poets," by Edward Thomas, fully illustrated in photogravure; "Old English Houses: the Record of a Random Itinerary," by Allan Fea, with a photogravure frontispiece and over 100 illustrations from photographs taken by the author; "A Coronet, a New Anthology," compiled by L. M. Lamont; "The Repertory Theatre, a Record and a Criticism," by P. P. Howe; and four novels: "The Passionate Elopement," by Compton Mackenzie; "The Imperfect Branch," by Richard Lluellyn; "Widdershins," by Oliver Onions; and a new novel by Laurence North. The American rights for all Mr. Secker's publications, except "Widdershins," are being handled by Harold Paget.

"A SUCCESSFUL WIFE," by G. Dorset (Harper) is a confession of intimate feeling and life-like experience that the average novel reader will take at its full face value. Despite the fact that it is written in the simplest possible way, it is a well-planned, finely executed novel. Esther Carey, the heroine, is just a simple, unimaginative, womanly girl—absolutely true in her mental traits to the type of working girl she represents—but there is never the slightest appearance of improbability in the influence she maintains over the brilliant, erratic man she marries, or in the unconscious attraction she exercises upon

every other man in the story. In her wifehood Esther suffers all that a woman can suffer from a man who is dissipated and eccentric, but never forgets that he is a gentleman. First, he tries literature, and the refusal of the drama in blank verse, upon which he has based his hopes, plunges him into despair and drunkenness. Recovering, he goes into finance, but his speculations fail. At the same time he engages in a flirtation at a summer resort. To all these troubles Esther applies her unfailing remedies—silence and sympathy. Finally, after a prolonged debauch, she decides to leave her husband, and breaks her reserve for the first time to tell him so. "Your silence has been deep gold to the core," he tells her, and promises her, unasked, that he will never touch liquor again—and keeps his word. His next venture is politics, but this is only the beginning of a series of dramatic episodes which eventually result in a well-deserved victory. The story is not a mere record of emotional experiences. Esther Carey will remain in the reader's mind as a true type of womankind never before fully realized, and, though very different in character, no less modern than, for example, H. G. Wells's "Ann Veronica."

A LARGE number of A. C. McClurg & Co.'s fall publications are listed for publication in September. Among them will be Randall Parrish's "Keith of the Border: a Tale of the Plains;" a new and enlarged edition of Edgar Beecher Bronson's "Reminiscences of a Ranchman," which will be profusely illustrated by Dixon, Wyeth, Dunton and other western artists of note; "The Red-Blooded," a new book of western life by Mr. Bronson; a number of juvenile books, including one, "Don MacGrath: a Tale of the River," by Randall Parrish; a new Upton book, "Standard Musical Biographies," in which the veteran Chicago critic, George P. Upton, has striven to serve the need of concert goers who wish to know the work of those composers oftenest represented in our programmes; an important book on vocal training, "My Voice and I," by Clara Kathleen Rogers, long known to concert goers as "Clara Doria;" and two books uniform with "Dean Ramsey's Reminiscences," "Sketches of English Life and Character," by Miss Mitford, and "Tales of Irish Life and Character," by Mrs. S. C. Hall, both beautifully illustrated in color. Dr. Sadler has a new book, "The Cause and Cure of Colds," and Edward B. Warman adds four new volumes to his *Psychic Science Series*, dealing respectively with Spiritism, Suggestion, Clairvoyance and Hindu Philosophy. The *Little Books on Art* series will be enriched by "Christian Symbolism" and "Our Lady in Art," by Mrs. Henry Jenner, both books being beautifully illustrated. Another and very different side of art is represented in Professor Flinders Petrie's "The Arts and Crafts of Ancient Egypt," in which a fascinating and little understood realm of art is revealed in a way at once popular and critically exact. Other September books are "The Riders of the Plains: a Record of the Royal Northwest Mounted Police of Canada," by A. L. Haydon; "Eng-

lish Costume," by George Clinch; "Home Life in Ireland," by Robert Lynd; "Story Telling: What to Tell and How to Tell It," by Edna Lyman; and "Building Your Boy," a most practical little book by Kenneth H. Wayne.

BUSINESS NOTES.

HARRY E. BROWNE has purchased the O'Day Bookstore. Mr. Browne was one of the original owners of the Browne Brothers Bookstore, he having sold his interest some four years ago to Burt P. Smith. The name was then changed to Browne Book and Stationery Company, James Q. Browne continuing to manage the business. Mr. O'Day and his manager, John A. Pranter, are going into the real estate business, and will not enter the book and stationery business again. The price that Mr. Browne gave for the O'Day store was not given out, but the stock is quite large, perhaps amounting to over \$12,000. The stand that Mr. Browne gets has been used for a bookstore for about thirty-five years.

BEAUMONT, TEX.—Cook's Bookstore is in involuntary bankruptcy.

CHICAGO, ILL.—The Book Supply Company have begun suit in the Circuit Court to enjoin David B. Clarkson from advertising the plaintiff's books for sale in connection with "bankrupt stocks" and "publishers' overstocks."

LOS ANGELES, CAL.—The Boston Bookstore has made an assignment.

MIDDLETOWN, CONN.—The bookstore of L. A. Broatch suffered a loss by fire recently.

ST. LOUIS, MO.—The E. T. Jett Book & News Co. are offering twenty-five cents on the dollar.

PICK-UPS.

THE London *Sketch* satirizes the current sensational style of advertising the latest novels in the daily newspapers in this fashion:

Three Deaths Before Publication!!

We deeply regret to announce that, owing to the extraordinarily exciting nature of

MAX PEMBERTON'S

LATEST ROMANCE ENTITLED

"Blind to the World"

we have lost the following valued members of our staff:

- 1 Printer's Reader—died of excitement.
- 1 Machine-Minder—fell into machine through sheer avidity.
- 1 Traveller—run over by engine whilst reading sample.

"It does not hold you; it does not thrill you. IT ELECTROCUTES YOU!"—W. A., in the *National Liberal Review*.

Here is another parody on contemporary book advertising:

HAVE YOU A WEAK HEART?

If so, you should certainly
not be allowed to Read

The Thunder of Her Hoofs

By E. PHILLIPS OPPENHEIM

"This staggering story fastens upon the imagination like the grip of a vise on white-hot iron. The seething blood races through your veins, pounds in your ears, sears your very toes."—*Mancunian Literary Friend*.

MAGAZINE ILLUSTRATION.

"Ho! hum!" yawned the celebrated magazine illustrator, as he stretched his arms and looked at the clock. "It is half-past three, and I promised the editor of *Harbner's* to let him have the pictures for that prize story before to-night. I must get to work."

Seating himself comfortably before his drawing board, he took the manuscript of the story out of a pigeonhole.

"There are to be five pictures," he said. "Let me see what there is to work on."

He read the first paragraph of the story, as follows:

"In the dooryard of a quaint old New Jersey farmhouse, of the kind that looks so invitingly restful when viewed from a train window, stood a tall young woman, gazing down the road toward a rural mail wagon just emerging from a neighboring wood. In one hand she held a yellow rose which she had just picked from a century-old bush beside the door. In the other hand she clasped a letter, which the approaching mail carrier was to bear away to the great, tumultuous world beyond the hills."

"Good!" exclaimed the illustrator. He returned the story to the pigeonhole and went busily to work. In an hour he was done, and in a few weeks the subscribers of *Harbner's* were permitted to read the prize story, thus illustrated:

(1) Picture of a quaint old New Jersey farmhouse, architecture French Renaissance, railway train disappearing around curve in the distance, curve tilted wrong way. Caption, "So invitingly restful."

(2.) Picture of a short girl in a gingham frock, standing beside a picket fence and gazing down a road, shading her eyes with both hands, which are empty. Caption, "A tall young woman."

(3.) Picture of a rural free delivery wagon, horses decrepit, contrary to post-office regulations, an apparent imbecile driving, in defiance to civil service requirements. Caption, "The mail wagon."

(4.) Picture of a girl picking a rose from

a bush in the middle of an open lawn, roses easily recognizable as American Beauties, girl in a princess gown. Caption, "A century-old bush."

(5.) Picture showing factory chimney, church spire and masts of ships in background, mail wagon in middle distance, girl in yachting costume in the foreground, gazing after wagon. Caption, "The great, tumultuous world."—*Newark Evening News*.

BIBLIOGRAPHIC NOTES.

WE are in receipt of the sixth volume of Charles Evans's "American Bibliography, 1639-1820," covering the period in our publishing hitherto without bibliographic record. The present volume covers the years 1779-1785 and lists a total of 3272 "books, pamphlets and periodical publications."

CATALOGUES OF NEW AND SECOND-HAND BOOKS.

W. H. Smith & Sons, 186 Strand, London, Monthly clearance catalogue of books withdrawn from library circulation. (July, 128 p. 12°.)

Henry Sotheran & Co., 37 Piccadilly, W., London, Removal clearance catalogue. Pt. 1, Second-hand stock, English and foreign. (No. 706, 2975 lots;) Pt. 2, Second-hand stock, 25 per cent. from catalogue prices. (No. 707, 2885 lots.)

G. E. Stechert & Co., 151-155 W. 25th St., N. Y. City, Miscellaneous. (July, 405 lots.)

E. Steiger & Co., 25 Park Place, N. Y. City, Monthly Gazette of Current English literature. (June, No. 18, 16 p.;) German publications. (July, No. 214, 16 p.;) Books published in England, America and on the continent. (June, No. 114, 16 p.)

William J. Taylor, 59 Broad St., N. Y. City, Miscellaneous, specially rich in antiquities, astrology, Buddhism, Hinduism, occultism, etc. (No. 5, 602 lots.)

H. H. Timby, Conneaut, O., Books on economics and sociology, annotated. (8 p. 12°.)

Torch Press Book Shop, Cedar Rapids, Ia., Miscellaneous, autographs and manuscripts. (No. 18, 397 titles.)

University of California, Berkeley, Publications of the University. (May, 1910.)

H. Welter, 4 Rue Bernard-Palissy, Paris, Miscellaneous books. (No. 2, 313 titles.)

H. Welter, Rue Bernard-Palissy 4, Courrier des Bibliothèques. (No. 3, June, 32 p.)

James Wilson, 41 Bull St., Birmingham, Eng., Miscellaneous. (438 titles.)

James Wilson, 41 Bull St., Birmingham, Eng., Clearance catalogue of miscellaneous books. (No. 486, 386 titles.)

Henry Young & Sons, 12 South Castle St., Liverpool, England, Old, rare and interesting books. (Pt. 412, 460 titles.)

Henry Young & Sons, 12 South Castle St., Liverpool, Rare books, prints, etc. (July-August, pt. 413, 390 titles.)

Books Wanted

Under this head booktrade subscribers, under their own names, are given five nonpareil lines (exclusive of address) free advertisement for books out of print in any issue except special numbers, but not exceeding 100 lines a year. If over five lines are sent the excess is at 10 cents a line. Books not out of print, repeated matter, and all advertisements from non-subscribers, cost 10 cents a line. Objectionable books are excluded so far as they are noticed.

In answering, please state edition, condition and price, including postage or express charges. Houses that will deal exclusively on a cash-on-delivery basis should put [Cash] after their firm-name. The appearance of advertisements in this column, or elsewhere in the WEEKLY, does not furnish a guarantee of credit. While it endeavors to safeguard its columns by withdrawing their use from irresponsible advertisers, booksellers should take usual precautions in extending credit.

Write your wants plainly, on one side of the sheet only. Illegible "wants" are ignored. The WEEKLY is not responsible for errors. Parties with whom there is no account must pay in advance.

W. Abbott, 141 E. 25th St., N. Y.

Rivers, On the Rose. About 1840.

Young Islanders, W. H. G. Kingston. About 1860.

Adair Book Store, 43 E. Van Buren St., Chicago, Ill.

Jesus Before Pilate, by Wm O. Clough.

Yemassee, by W. G. Simms.

Biography of Peter Cartwright.

Alison's Old Book Shoppe, 805 Poydras St., New Orleans, La.

Old Louisiana Books.

Am. Bapt. Pub. Soc., 177 Wabash Ave., Chicago, Ill.

Arte-Nicene Fathers, second-hand.

Amer. Mag. Exch., 3518 Franklin Ave., St. Louis, Mo.

Therapeutic Sarcognomy, Buchanan.

American News Co., 11 Park Place, N. Y.

A Description of Indian and Oriental Armor, by the Right Rev. Lord Egerton of Torton. London, W. H. Allen & Co.

Pictorial Description Record of the Origin and Development of Arms and Armor, by I. J. Brett. London, Sampson.

Americus Book Co., Americus, Ga.

Vol. 3 of South Car. Hist. Society.

W. H. Anderson Co., Cincinnati, O.

Autobiography and Personal Reminiscences, a Review of His Legal, Political and Military Career, by Benj. F. Butler.

W. H. Andre, 804 Kittredge Bldg., Denver, Colo.

Abraham Lincoln, A History, 10 vols., good condition, cl. Century Co.

Wm M. Bains 1213 Market St., Phila., Pa.

Life of John Bunyan, by Offer.

Pennell's Pen Drawing and Pen Draughtsmen, 1897 ed. Macmillan.

H. C. Barnhart, 49 W. Market St., York, Pa. [Cash.]

The Commercial Policy of England Toward the American Colonies, by George L. Beer.

C. H. Barr, Lancaster, Pa.

Manassas, Sinclair.

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Geo. M. Beckwith, 242 E. 35th St., Chicago, Ill.

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Soule's Synonyms.

Munsey's Mag., April, 1898.

Knight's Phallic Worship.

Bobbs-Merrill Bookstore, W. K. Stewart Co., Indianapolis, Ind.

Idyl of the Wabash.

The Children's Hour, 10 vols. Houghton Mifflin Co.

Lanfrey's Napoleon.

Walker, Cribbage Player's Handbook.

Rawden-Crawley, Cribbage.

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The Bobbs-Merrill Co., 34 Union Sq., N. Y.

The Fall of the Curtain, by Harold Begbie. Pub. by The Bobbs-Merrill Company.

A Prize to the Hardy, by Alice Winter. Pub. by The Bobbs-Merrill Co.

J. W. Bouton, 10 W. 28th St., N. Y.

Church's Stories from the Greek Comedians.

Huc's Thibet, 8vo ed. 1855

Ellis's The New Spirit. London, 1890.

Ker's Epic and Romance. 1897.

C. L. Bowman & Co., 225 Fifth Ave., N. Y.

Human Physiology, by Dr. John W. Draper.

Brentano's, 5th Ave and 27th St., N. Y.

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Callaghan & Co., Chicago, Ill.

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A. S. Clark, 218 Washington St., Peekskill, N. Y.

New Ideas (a magazine), for the year 1899.

The A. H. Clark Co. Caxton Bldg., Cleveland, O.

Butterfield's Discovery of the N. W., by Nicolet. Michigan, any maps of, prior to 1830.

Blair and Robertson's The Philippine Islands, 53 vols.

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Harte, The American Nation.

Cornell Co-operative Society, Ithaca, N. Y.

Bird Lore, March, April, 1910.

The Corner Bookstores, Ithaca, N. Y.

Pinney's Paragvissini French Reader, adapted to and intended to accompany the Teacher. Pub. by F. J. Huntington and Mason Bros., 23 Park Row, New York, 1855.

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Doniphan's Expedition, Hughes. Pub. Cincinnati,
 1848.

Clothed with the Sun, Kingsford. Pub. Lovell.

Pike's Ritual of Freemasonry.

New England Mag., March, 1899.

**DeWolfe & Fiske Co., 20 Franklin St., Boston,
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Sumner's Life, by Pierce, vols. 3 and 4.

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Celibates, Macmillan.

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Ecce Coelum, by E. F. Burr.

**Buchhandlung Gustav Fock, G. m. b. H., Leipzig,
 Germany.**

Transactions of the American Mathematical Society,
 vols. 1 to 9, 1901 to '09.

Physical Review, vols. 1 to 11.

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 Saunders, Union Third Reader.

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Dawson's Historical Magazine, June, 1866; Nov.,
'68, 2 of each.

World's Work, vol. 1.

Journal of Social Science, nos. 10, 19.

The Hub Magazine Co., 110 Tremont St., Boston.

Cosmopolitan, Nov., Dec., 1888.

Craftsman, June, 1904.

Lamp, Feb., 1905.

Outlook, Sept. 18, 1897; July 7, 1900.

Review of Reviews, April, Sept., 1891.

Paul Hunter, Nashville, Tenn. [Cash.]

Timothy Flint's Recollections, 2d ed. Boston, 1831.

Timothy Flint's Francis Berrian, or Mexican Pa-
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Timothy Flint, Arthur Clenning, a novel; or any
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Memorial History of the City of New York, by

James Grant Wilson. Pub. by New York History

Co., about 1892. Quote price.

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Herndon's Lincoln. 1888. Will party write again.

Trench, Deidre Wedded. Pub. by Lane Co.

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Reed, Bacon-Shakespeare Controversy.

Esquemeling, Buccaneers, 8vo, cl.

Library Cleaning House, 140 Wells St., Chicago, Ill.

Hempel, Mat. Med. and Therap., vol. 2. Chic., '36.

Bruce, Therapeutics. Keener, 1905.

Stirner, The Ego and His Own.

Thoreau, Excursions and Walk on Concord, etc.

Fenner's Formulary.

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Hemenway's Vt. Gazetteer, any.

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My Mountain Garden, Mrs. Theodore Thomas.

Life on Lagoon, Horatio Brown.

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World of Golf, Garden Smith Innes. London, 1898.

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Breazale, Life as It Is, containing Sketches of the

Settlement of Tennessee. Knoxville, 1842.

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Brann, (The Iconoclast) Works, either vol.

N. F. Morrison, 314 W. Jersey St., Elizabeth, N. J.
Rodman Genealogy. Phila., 1886.
Forney, Anecdotes of Public Men.
Foote, H. S., Reminiscences.
Ball, Chas., Life and Adventures of.

John J. Newbegin, 315 Sutter St., San Francisco, Cal.

Pittell's History of California, 4 vols.
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Huling, Reminiscences Gunboat Life.
Hunt's Magazine, May, 1865.
Illinois at Gettysburg.
Independent, April 4, 1895.
Jackson, Family Treasury.
James, In and Out Old Missions.
Julian, Recollections.
Kelley, Lincoln and Stanton.
Lamon, Personal Recollections.
Leland, Life of Lincoln. London, 1879.
Lincoln Song Books, any.
Literary World, Aug. 3, 1889.
Loyal Pub. Soc., nos. 81, 84, 86, 87.
McEwen, Kansas City in 1879.

Old Corner Book Store, 27 Bromfield St., Boston, Mass.

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Strong Genealogy, Dwight, 2 vols. 1871.
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Coulevain, Eve Triumphant.
Lybbeck's Pleasures of Life, 1887 ed.
Autobiography of General Scott, 2 vols. 1864.
Ouida, Under Two Flags, 2 vol. ed.
Burton, E. D. W., Contributions to Study of Life of Christ.
Wright, Companion of the Four Gospels.
Sidelights on History of France.
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Ward, Mrs. H., Robert Elsmere, 1892 ed.

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Canada and the Canadian Question, Smith.
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Bruce's Old Testament Ethics.
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Hall's Social Solutions.
Butler's Analogy.
Schaff's Church History, vols. 1-7.
Davis's Bible Dictionary.
Kirkpatrick's Psalms, Cambridge Bible.
Lightfoot's Galatians.
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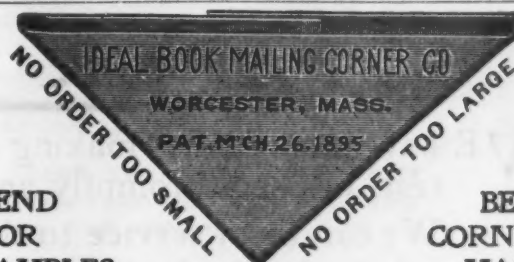
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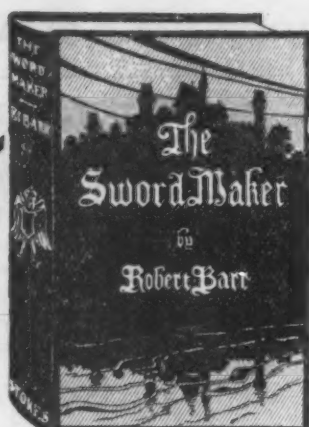
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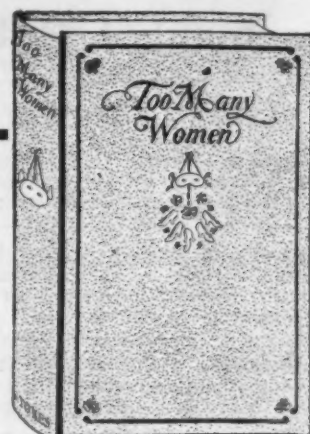
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